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WEEKLY BULLETIN

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THE ARCHITECTS' STORY

Radio Broadcast over WOOD by Kenneth C. Black, President, Michigan Society of Architects at their 26th Convention, Grand Rapids, March 15, 1940

(ANNOUNCER) This week the city of Grand Rapids is host to the 26th annual convention of the Michigan Society of Architects. As a part of the convention program, station WOOD has arranged for an interview with Mr. Kenneth C. Black, of Lansing, President of that organization. We see a lot in the newspapers about a coming building boom and nearly all magazines advise the public to retain the services of a practicing architect. But to the general public the profession of architecture, and the work done by an architect, is something of a mystery. This convention provides us with an ideal opportunity to find out for our listeners what an architect really is and just what he does in the planning and construction of a building which makes his services advisable. Mr. Black, how does a person get to be an architect anyway? Suppose I have just graduated from high school or college and decide I want to be an architect. What should I do? Should I hang out a shingle and start looking around for somebody who wants plans for a house?

Black

(MR. BLACK) The process of becoming an architect in the state of Michigan isn't quite as simple as that. As a matter of fact it is illegal in Michigan for a person to call himself an architect, or even to convey the impression that he is an architect unless he is registered in accordance with the state registration act.

(ANNOUNCER) Well then, if I want to be an architect I guess the first thing I had better do is to get registered. Where must I go to do that?

(MR. BLACK) Getting registered isn't simple either. To do that you must first take an examination like lawyers and doctors take before they can practice law or medicine. The architect's examination is given every six months and lasts for three days. It covers such specific subjects as structural steel, reinforced concrete, specification writing, plumbing, heating, electric wiring, architectural history, and design.

(ANNOUNCER) It must be necessary to study some of those things first. How much studying ought I to do before I take the exam?

(MR. BLACK) Before you can take the exam you must, according to state law, do one of two things: Either attend a recognized school or college of architecture for four or five years and then work in the office of a registered architect long enough to bring your total training to eight years; or, if you can't afford to go to college you may spend the entire eight years in the office of a registered architect. After that period of preparation you may take the State Board of Examination and if you pass it you can call yourself an architect.

(ANNOUNCER) Must I be able to pass in all the subjects you referred to, or will I be registered if I secure a satisfactory average?

See BLACK—Page 4

ARCHITECTS

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supporting cast includes—Donald Meek, Gene Austin, Anne Nagel, Ruth Donnelly and Fuzzy Knight.
Companion picture—
"HOTEL FOR WOMEN"
with Lynn Bari, Mary Beth Hughes, Robert Wilcoxen, Robert Lowery, Joan Valerie, Helen Ericson, Katherine Aldridge & Dorothy Dearing

Punch & Judy Theatre
WED., THURS. APRIL 3 & 4
Frank Morgan - Virginia Weidler - Guy Kibbee
"HENRY GOES ARIZONA"
FRI., SAT. APRIL 5 & 6
Lew Ayres - Lionel Barrymore
"SECRET OF DR. KILDARE"
SAT. 11 P. M. William Powell
"MY MAN GODFREY"
SUN., MON., TUES. APRIL 7, 8 and 9
Charles Laughton - Maureen O'Hara
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BUILDING UP THE PROFESSION

A Work Program outlined by Branson V. Gamber upon assuming the office of President of the Michigan Society of Architects

Activity of Local Divisions
- a—more closely knit organization
- b—local activity program
- c—cooperation with State Society program.

State Society Program.

Active, constructive and progressive policy—

1—Coordination—Programs of local units
- a—submitting studied program to M.S.A. Board for consideration and approval on basis of relation to M.S.A. state program.
- b—cooperation and interchange with State Committees.

2—Eliminating Duplication of Work
- a—study to eliminate duplicate committee work by working jointly with A.I.A. committees.
- b—local unit committees to communicate with M.S.A. Committees.

3—Active Publicity Work.
- a—Newspaper articles
- b—M. S. A. Bulletins
- c—Professional and Trade Journals
- d—Radio talks
- e—Public speakers
- f—Exhibitions.

4—Educational Program
- a—Utilizing work of Publicity
- b—Educational articles by all possible media
- c—Talks to schools and colleges
- d—Assisting architectural schools by encouraging young men
- e—Cooperating with Practice Comm's and State Reg. Board
- f—Exhibitions.

5—Using and training college students in office
- a—by advice and instruction
- b—by employment when possible
- c—by subscribing to the Mentor system.

6—Cooperation with State Registration Board.
- a—active participation in work of APELSCOR
- b—cooperation of Practice Committees (local & state)
- c—educational guidance work in the profession.

7—Guidance through Practice Committee
- a—consider complaints in judicial capacity
- b—guidance rather than discipline
- c—discipline where necessary by Society
- d—reference to State Board when necessary.

8—Legislation
- a—advising and guiding on proposed legislation
- b—checking on pending legislation
- c—serving on committee drawing new codes and ordinances
- d—study of existing legislation for amendment.

9—Participation in Civic Affairs - related to profession
- a—local unit activtiy in civic matters - related
- b—serving in local and state boards and commissions
- c—serving on committees dealing with related interests.

10—Cooperation with Building Industry
- a—local units of industry and MSA actively cooperating
- b—serving on Architects & Contractors joint committees
- c—representation in Construction League activities
- d—periodic round table discussions.

11—Increasing Membership
- a—active local membership committees
- b—inducements - real work program - interesting meetings
- c—goal - active membership of all registered architects
- d—strengthening finances.

12—Central Headquarters
- a—study and recommendations for establishing central office, and securing executive secretary
- b—clearing centre for MSA local units
- c—publication of MSA Bulletin.

13—Participation in A. I. A. activities
- a—representation at A.I.A. Conventions and Regional Meetings
- b—exchanges with other State Societies
- c—realization - full benefits of A.I.A. affiliation
- d—furthering A.I.A. policies and program. When in accord.

14—Local architectural advisory bureaus
- a—service to public and building industry
- b—attract clients by publicity and quality of service
- c—encourage respect for Registration law
- d—cooperate with A.I.A. Producers' Council program - Small homes.

15—Public Works
- a—effort to insure participation of profession
- b—support constructive housing program
- c—discourage setting up arch'l bureaus in governing bodies.

Suggestions for enlarging and improving program are welcome.

Constructive criticism invited.

Closing—**A profession building program.**

CONVENTION IMPRESSIONS

What, no Peter Hulsken? What's happened to our foreign delegate from Lima, Ohio?

The expression, from the lips of every one, that Ken Black deserved a big hand on retiring from office. And the optimistic view of a like number concerning our new president and his staff. And no wonder, because there were so many new attendants, representing the best in the profession, who have decided to take a real interest in the Society.

The early morning delegation returning from the Bavarian Club—strange customs these foreigners. The bet made—and won by Pierre Lindhout in the Producers' rooms!

The sneak preview of Pat Crowe's latest job, the Ten Pin Cocktail Lounge, just around the corner from the Pantlind. The presence of the ladies at the banquet. And Frank Wright's good clean fun.

BUILDING INDUSTRY LUNCHEON

The Michigan Building Industry Banquet Committee announce a luncheon to be held at the

DETROIT LELAND HOTEL

APRIL 2nd at 12:15 P. M.

Paul R. Marshall, chairman of the Committee, announces that George Walbridge and Ralph MacMullan will present some interesting facts. All architects, as well as others interested in the building industry, are urged to attend.

BLACK—Continued from Page 1

(MR. BLACK) You must pass **all** the subjects and in addition must have a general average above a certain minimum. For instance, if you fail the section on reinforced concrete but pass all the others, you must take the exam on reinforced concrete over again six months later and secure a grade in it high enough to raise your entire average to at least the minimum requirement.

(ANNOUNCER) If I pass the examination satisfactorily and can now call myself an architect, what happens then?

(MR. BLACK) Then you are given a seal and are entitled to accept commissions for any type of building, either public or private. This seal is very valuable because if you will inquire you will discover that no building inspector in the state of Michigan—including yours here in Grand Rapids—will give you a building permit for any kind of a building except a residence costing less than $15,000 or a building to be built for your own use from plans drawn by yourself, unless you file with him a set of plans and specifications bearing the seal of a registered architect or engineer.

(ANNOUNCER) Those seem like pretty stiff requirements to me. I should think they would be discouraging to a young fellow who wants to get in the profession.

(MR. BLACK) It doesn't seem to work out that way. All of us in the profession have been thru that process. Some of the older men who had been in business for a long time when the law was first enacted in 1917 were registered without examination on the basis of their experience—but all the younger men have entered the profession by the examination route.

(ANNOUNCER) What is the reason for a law like that anyway? How does it benefit the public?

(MR. BLACK) Every building operation involves protection of public health and safety. The reason for requiring architects to register is so that you, as a member of the general public will know that when a man calls himself an architect he has gone thru a period of technical education and practical experience until he has reached a point where he may safely be entrusted with the preparation of plans for buildings of any nature,—with the assurance that they will be structurally safe, built of proper materials, and will possess at least a reasonable amount of artistic merit.

(ANNOUNCER) But what about these fellows who are drawing plans who **haven't** had the training you outline? I know lots of them. Some of them work for lumber and material supply houses and some are contractors. Furthermore **they** will give me plans for nothing but you architects want to be paid for what **you** do!

(MR. BLACK) People who are doing the sort of work you refer to are restricted by law to the planning of residences costing less than $15,000.

(ANNOUNCER) Well then—let's **talk** about houses costing less than $15,000. Aren't you architects interested in those?

(MR. BLACK) We certaily are. And furthermore we feel that our special training places us in a position to be of real service to owners of residences in all price classes.

(ANNOUNCER) **You** may think so, but you still haven't convinced **me.** If I am going to build a $5,000 house why should I hire **you** when I can get my plans for nothing from my contractor or material dealer?

(MR. BLACK) You just **think** you get them for nothing. And I'm surprised to find you even **think** so! I really am, because you ought to be business-like enough to know that nobody can give you something for nothing and stay in business. Usually you will find that in availing yourself of these so-called "free plans" you will be obligated to purchase materials from the firm which furnishes them. The firm gets its pay from the profit on the material you buy. Or if the "free plans" come from a contractor you are obligated to employ him to build the building at the price he sets—and that price is always high enough to cover the cost of the plans and specifications you think he is giving you for nothing. If you hire a registered architect to prepare your plans you will secure competitive bidding on both materials and contractors services. The amount you will save in this competitive process will more than cover the fee you pay your architect. So from a plain dollar and cents point of view an architect is worth his fee, even if there were no other services he rendered. But in addition you will have the mental satisfaction of knowing that your home has been designed by someone who really knows his business. And you will have, in your architect, an agent who will see to it that as the building is built you may secure the quality of materials, construction, and workmanship you are expecting to get.

(ANNOUNCER) Do you mean to tell me that the men who give me plans for nothing will give me plans that aren't structurally safe? Or that don't make a proper use of materials? Or that won't be good looking?

(MR. BLACK) I don't mean that at all. But I do mean that the chances are against your getting **all** those results from the same individual unless he is registered. Because if the man who draws those plans for you had the education and experience necessary to qualify himself as an architect he would most certainly do so. The chances are that he is not registered precisely because he falls short of the requirements for registration in one or more of the fundamentals required for producing good buildings. And regardless of which category he is deficient in, that deficiency will cost the owner money.

(ANNOUNCER) How will it cost him money?

(MR. BLACK) If the man who draws his plans is a good designer but doesn't know much about construction, his building will be either structurally unsafe or will be loaded up with a lot of unnecessary structural elements. If he is good on construction but poor on design, his building will be structurally safe but may look like something nobody wants to see and may be so poorly planned that it can be lived in only with great inconvenience. If he is an impulsive individual who thinks that every advertised product is wonderful he will clutter up your house with new and untried materials—often improperly used. All of these things cause an owner to spend his money to no purpose—money he might save by having a registered architect draw his plans.

(ANNOUNCER) I can begin to see now why so many of the home building magazines urge people to employ an architect. By the time you contrast an architect's education and experience with that of the individuals who are drawing these so-called "free plans" it is obvious that an owner will get a better building for less money by hiring an architect.

(MR. BLACK) It certainly is, and I've only touched the high spots of the architectural service too! Sometime I'd like to tell you in detail just what an architect does for you in addition to drawing the plans. Things like protecting you against unjustified extra charges; auditing the contractors accounts;

checking up to be sure he protects you by carrying public liability and workmen's compensation insurance; seeing that the contractor doesn't ask for more money than he is entitled to as the work progresses; getting lien releases for you when the job is finished; and dozens of other details which are of tremendous importance to anyone who is investing his money in a building operation.

(ANNOUNCER) I would certainly like to hear about that part of your work when we have more time. But right now if I wanted to get in touch with an architect about building a house here in Grand Rapids, how would I go about it?

(MR. BLACK) If you know an architect personally, go to see him. If you don't, and will address an inquiry to the Michigan Society of Architects in care of this station we will see that you are sent a complete list of all the registered architects in Grand Rapids. You can then call on two or three of them, inquire about their fees, look at some of their buildings, and as a result of these conferences decide which one you want to employ.

(ANNOUNCER) Thank you very much Mr. Black. We are glad to learn these things about your profession. We hope that while you are here you will look around the city because we really have some nice buildings here. When you see them I'm sure you will agree that lots of people in Grand Rapids have hired very good architects to design their homes.

Ladies and gentlemen: You have been listening to an interview with MR. KENNETH C. BLACK, President of the Michigan Society of Architects, who is here in Grand Rapids attending the 26th annual convention of that organization.

Bulletin:

For some months since you have been kind enough to send me the Weekly Bulletin I have been intending to acknowledge receipt thereof, and to congratulate you upon the high caliber of this publication. I have postponed this action from week to week for one reason or another, but now I am prompted to express myself through the receipt of your Anniversary number.

This current number is a real achievement, but for that matter, so are the regular numbers. I do not know what all the other State Societies are doing in the way of such Bulletins, but I have yet to see anything that approaches the efforts of the Michigan Society.

I am particularly interested, inasmuch as we in Missouri have recently organized our State Association, and we will, I hope, aspire some day to something along the lines that you have accomplished. I am frank to say, however, that it will be many a day before we can reach the heights that you have attained.

I trust that your Annual Meeting now in session is a great success, and that the Michigan Society will continue to lead the way, as it has done in the past.

With very best wishes, and looking forward to meeting you at the Louisville A.I.A. Convention, I remain

Very sincerely yours,
BENEDICT FARRAR,
Director, Central States Dist., A.I.A.,
St. Louis, Missouri

WIRT C. ROWLAND
Announces a change of location April 1st
from 904 Marquette Building
to 616 Murphy Building, Detroit
where he will do consultation. free lance — plan, design, and detail.

CONVENTION CHAIRMAN IN EXILE

Grand Jury Hinted As Thornton Plans Sift

SOUTH OF THE BORDER; By Carrier Pigeon;—

I am living here disguised as a retired waffle lifter, under the name of Don Miguel de Cervantes Ginsberg, a Castilian. I had to leave Michigan suddenly when Emil Zillmer and I found out that we were about $25 short of breaking even on the Convention. You know Jack Thornton, and what he would say about that. The last night of the convention he kept following me around, asking when was he going to get back the $100 the Society advanced, and every now and then he would take a pair of handcuffs out of his pocket and jingle them under my nose. He kept showing Emil Zillmer post cards of Alcatraz. When we found out that we only had about $75 left to pay him back with, our spirits broke. Mr. Zillmer has dyed himself blue all over—most architects are only partially blue—and fled. According to the current issue of Billboard he is dickering with Ripley to engrave the complete text of "Gone With The Wind" on the head of a thumb tack.

The whole thing is very embarrassing to me as Paul Marshall wants me to come back and be toastmaster at the Building Industry banquet in Detroit, on April 11th but I cannot do this unless somebody squares Jack Thornton and this will be very difficult because Clair Ditchy is urging Jack on because Clair does not want me to get a chance to get up and tell a large and intelligent audience my side of the toastmastering feud. He comes up here to my home town and says a lot of stuff about me so that I am followed around by a whole mess of children yelling "Nyaa, nyaa, nyaa, Clair W. Ditchy says you are a no-good toastmaster, nyaa, nyaa, nyaa!" Personally I maintain that Ditchy is in this country illegally anyway; the United States had no extradition treaty with Ecorse when he left there and—but enough of this. At the proper time I will take care of Ditchy.

I do not even care to repeat a rumor to the effect that the houses Ditchy designs usually end up with the floors so far out of level the tenants have to wear baseball shoes. I will admit that as toastmaster he has some sure-fire jokes. The sooner they're in the fire the better.

In case you can get Jack Thornton smoothed down leave me know. Mr. Zillmer, all the other committee members and I consider that it is not our fault if only 195 people show up for a banquet when we expected 300. Did we make it snow that day? No. Besides, we had some unexpected expenses. Ask Thornton why we had to pay for that oxygen tent. If people collapse from listening to A Certain Toastmaster is that our fault? Certainly not.

However, the committee members wish to thank everyone who came to the Convention and comiserate with those who didn't, for those who didn't attend missed, among other things, a superlatively good speech by Dean McCornack.

Our feet have stopped hurting and we are able to get around a little after the natural let-down. If we can get Treasurer Thornton squared, things may be all right yet.

ROGER ALLEN

See the President's Work Program in this issue and pay your dues in the MSA—$3.00 to March 1, 1941.

A SLUG WITH A PLUG FOR THE ARCHITECT

As an indication of the widespread promotional activities entered into by Mr. D. Knickerbacker Boyd in connection with his interest in public information for the profession of architecture we have received copies of correspondence bearing on the use of a metered post mark device which bears the wording, "Well designed attractive buildings are good investments, CONSULT THE TRAINED ARCHITECT." A sample envelope is that used by the Architects Samples Corporation, 101 Park Avenue, New York City.

Mr. Boyd, a fellow of the Institute and prominent Philadelphia architect, is a public relations counsellor and consultant on architecture and building construction. He is keenly interested in furthering the Institute's public information program and was its founder and former chairman.

His further activities along this line include collaboration with State and Municipal Authorities, Associations and Societies in structural matters; Technical Advisor to the Nations' Advance Home Building Reports, Inc.; Consultant to Advertising Agencies, Producers and Manufacturers of Building Materials and Devices.

He is vice-president of the American Construction Council and former vice-president and secretary of The American Institute of Architects and a member of various committees including Structural Service Committee, A. I. A.

Mr. Boyd's letter to the Detroit Steel Products Company follows:

Detroit Steel Products Company,
2250 E. Grand Boulevard,
Detroit, Michigan.
Gentlemen:

Recently I have been developing a program for long neglected promotion of the building industry with particular emphasis, at this time, upon a greater participation by architects and engineers in the industry and through public appreciation of their services.

I received a letter with a "slug" in the metered postmark which so impressed me as a fine gesture toward the profession of Architecture that, through the courtesy of the senders, Architects Samples Corporation, N.Y.C. I had a number of such envelopes sent me.

And, now, whenever I receive a metered postmarked envelope from an important organization like yours, I take the liberty of returning it, together with one of the envelopes just referred to, with this query:

How would you like to consider the suggestion that you incorporate a somewhat similar and inexpensive slug in the meter for some of your outgoing mail? The reference could be also changed to apply to Engineers, Builders and others.

Trusting that you will accept this thought in the spirit of good will in which it is offered, I remain,

Very truly yours,
D. KNICKERBACKER BOYD

Mr. Huddle's reply:

Mr. D. Knickerbacker Boyd, Architect,
Architects' Building,
17th & Sansom Streets,
Philadelphia, Penna.
Dear Mr. Boyd:

We greatly appreciate your letter giving us a sample of an envelope which shows, in addition to the indicia of the postage-meter, a "plug" for the architect.

This is a fine idea. Obviously, anything that helps the architect helps the materials manufacturer. So we're for it in a big way.

If possible we'll use it, also, in connection with our bulk mailings. In our handling of these, we imprint the indicia required by the post office, in the upper right-hand corner of the envelope. This saves the trouble of putting envelopes through a meter. It seems probable that the post office will permit us to add, with the indicia, a suggestion to "consult the trained architect."

Thank you very much!

Yours very truly,
DETROIT STEEL PRODUCTS CO.
(Signed) W. T. Huddle,
Advertising Manager.

TAKE CARE:

Spring is in the air — take care.
Take care of this, take care of that,
Take care of the house, take care of the flat;
Perhaps a new roof,perhaps a new ridge,
Perhaps a new diner, perhaps a new den;
Things are bad (?)—maybe they ain't,
A camels-hair brush and a little paint;
A little ambition, some one that's handy,
Things won't be bad, may be just dandy;
Perhaps some new siding, perhaps some new sill,
Perhaps some new plaster, perhaps some new paint;
Take care of the home, borrow from F. H. A.,
Take care, hire an ARCHITECT, he merits his pay:
Spring is in the air — take care.

ANONYMOUS

INTRODUCTION OF PRESIDENT BRANSON V. GAMBER

Remarks by Kenneth C. Black at the banquet closing the 26th annual convention of the Michigan Society of Architects at the Pantlind Hotel, Grand Rapids, March 16, 1940

Mr. Toastmaster; Ladies and Gentlemen:

I would like to say seriously that I have considered it a rare privilege and a distinct honor to have been able to serve as the president of the Michigan Society of Architects during the past two years. There has been a lot of fun connected with the job, and a lot of work too. But the work has been minimized by the splendid co-operation I have had from the members of the Society and especially from the Board of Directors and officers. I would like to publicly thank them for their co-operation at this time.

This seems the appropriate time too, to read the names of the men who are retiring from the Board of Directors at this convention. They are as follows: George F. Diehl, Detroit, 1st vice-president; Ralph B. Herrick, Lansing, 2nd vice-president; George M. McConkey, Ann Arbor, 3rd vice-president; Andrew R. Morison, Detroit, and Orlie J. Munson, Lansing, Directors.

I would like to single out one of these men for special mention at this time. I refer to Andrew R. Morison. In retiring from the Board at this time, Mr. Morison is completing fifteen consecutive years as a member of the Board. During eleven of those years he has acted as Treasurer of the Society, and for two of them he was its president. His work on behalf of the architects of Michigan has been diligent and untiring, and I know that those of you who are not already aware of it will be pleased to learn that his intimate knowledge of the problems of the profession will continue to react to the benefit of the Society

See GAMBER—Page 7

FOURTH ANNUAL MICHIGAN BUILDING INDUSTRY BANQUET

Sponsored by Michigan Society of Architects, Producers' Council Club of Michigan, Builders' and Traders' Exchange.

Hotel Statler, Thursday, April 11

Tickets at $3.00 per plate will go on sale at 439 Penobscot Building, April 1.

Reservations will be made in the order received. Organizations reserving tables of ten may have table placards bearing their names.

* * *

DR. ACHESON SPEAKER

Dr. Barclay Acheson, Noted Editor, will give the principal address. Roger Allen of Grand Rapids will be toastmaster.

Dr. Acheson, former director general of overseas work for the Near East Relief, has a thrilling message for all Americans whose hope for the future rests with the survival of democracy as against dictatorship.

He has lived for many years in Asia Minor; traveled extensively through Europe and now, as Associate Editor of the Reader's Digest, he stands at the crossroads of current thought, a constant student of world affairs.

Mr. Acheson, who has lectured in practically every city in the United States, is a crusader for that healthy growth toward individual happiness which democracy fosters.

In his stirring talk, he flays dictatorships. He establishes in no uncertain terms that totalitarianism stifles the normal growing progress of the State. Its final result must be retrogression and decay. "History shows," he says, "that wherever power has been concentrated in the hands of a few, that power has been eventually used to exploit the many.

"All of us," says this noted lecturer, "enjoying the sweet liberty of America should think deeply of the obligation we owe such a form of government. We gladly collect the fruits of freedom in personal comfort through the highest standards of living afforded by any nation to its people. We should stop looking for panaceas. The solution of our problems rests within ourselves. Repay your government with your own individual contribution of thoughtful, responsible, active, good citizenship. Don't look for ready-made cures or 'deliveries'—you and millions of 'yours' are the government. Your forefathers earned the freedom you enjoy—it is your personal responsibility not only to preserve it but to actively further its progress."

It is necessary, Mr. Acheson says, for leaders of thought in democratic nations to keep constantly before the public the advantages of government which grows soundly and steadily, by orderly adjustment to changing conditions. Such a system makes slow but certain upward progress toward the highest goal of self-determination through g r a d u a l rather than through radical, revolutionary, overnight changes.

Freedom of the press, and freedom of speech are the foundations of democracy. Dictators shoot dissenters. Their firing squads "liquidate" obstreperous minorities that do not agree with them. But we believe in freedom, so we give these individuals and minorities a hearing before the bar of public opinion. As a result, we find every once in a while that what we first thought to be the ravings of a crack-brained minority are not foolish at all; but sound and right. It is this process that abolished slavery; established our public school system; and created our juvenile courts. Therefore, what the dictator system suppresses or destroys is often a needed reform in embryo or the seed of a new and useful institution.

This is proven by the fact that the leaders of such advance throughout history have been small groups, such as those who invest in new inventions; or those who put their time and money into experimental schools, welfare agencies and organizations for political reform. Among us these small groups are the adventurers bent on the task of discovering new ways of employing people. They are the pioneers seeking new solutions of social problems. This breed flourishes only in a mental climate of freedom. They are destroyed, or their creative minds wither and bear no fruit under a despot. That is why human progress has always gone hand in hand with freedom to exercise individual liberty and the rights of minorities to freedom of speech, freedom of assembly, and freedom of the press. Freedom stimulates creative genius, but where any departure from an official pattern of thought is treason, as is now the case in Italy, Germany, and Russia, creative genius is silent and the social order decays.

"Democracies must survive," says Mr. Acheson. He shows, in his inspiring talk that while democracy is perhaps the most difficult form of government, yet is self-government—providing that stimulating freedom from which flows the soundest progress toward both national efficiency and individual happiness.

CLASSIFICATION OF VARIOUS GOVERNMENTS

SOCIALISM: You have two cows and give one to your neighbor.

COMMUNISM: You give both cows to the government and they give the milk back to you.

FASCISM: You keep the cows, give the government the milk, and the government sells part of the milk back to you.

NEW DEALISM: You shoot one cow, milk the other, pour the milk down the drain, and apply for relief.

NAZISM: The Government shoots you and takes the cows.

CAPITALISM: You sell one cow, buy a bull, and start production.

GAMBER—Continued from Page 6

because of the fact that a few weeks ago he was reappointed by Governor Dickinson to a seven year term as a member of the Board of Examiners for the Registration of Architects, Engineers, and Surveyors.

It now becomes my duty and pleasure to turn this gavel—the symbol of this office—over to my successor. When I use the word "pleasure" I really mean it. Because no one in any organization can hold this position without becoming vitally interested in the problems of the organization and the policies which will guide its development in the future. It consequently is a real pleasure to be able to turn this gavel over to a gentleman in whom I personally have the utmost confidence.

The fact that both the nominating committees of our Society, which are charged with the duty of preparing separate slates of officers, were unanimous in their selection of him for this office is a further indication of the esteem in which he is held by all of us in the profession. I wish to pledge him my personal wholehearted co-operation and to wish him a most successful administration.

Ladies and gentlemen: The new president of the Michigan Society of Architects, Mr. Branson V. Gamber of Detroit.

MORISON MADE CHAIRMAN OF REGISTRATION BOARD

President Black's remarks printed in this issue refer to Andrew R. Morison's reappointment to a seven year term on the Registration Board.

Another recognition came to him recently when his fellow members elected him Chairman of the Board.

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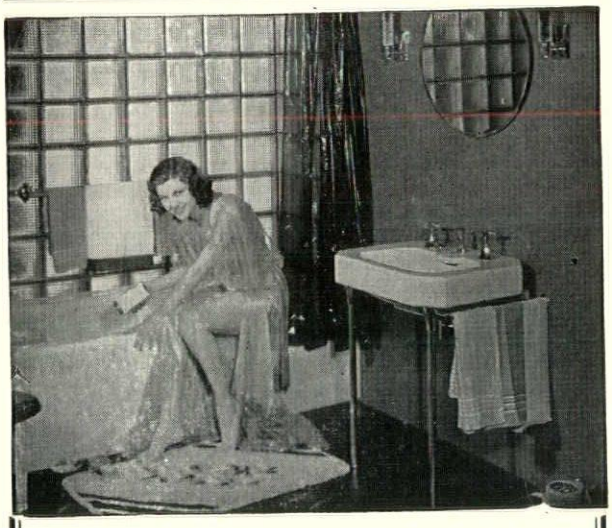

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ARCHITECTS' REPORTS

AGREE, CHAS. N., Book Tower, Detroit.
Plans for 2,500-seat Theatre & Com. bldg. consisting of 9 stores—7-Mile & Meyers, W. W. Theatres, Foundation con. let to O. W. Burke Co. Super-structure ready about Ap. 15.
1-Sty. bldg. 4 sts., Jefferson and Iroquois, Belvidere Land Co. Bids closed.

BENNETT & STRAIGHT, 13526 Mich. Ave.
Plans for Theatre, 1400 seats, Birmingham, Mich. postponed.

BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit
Prep. plans alter. 5,000 block Mich. Ave., 72'x200', 2-sty. Plans ready April 1.—Bids invit. only.
Prep. plans for remodeling on Bldg., Adams Ave.

GABLER, C. L. T., 616 Murphy Bldg., Detroit, Mich.
Prep. plans, Medical clinic, 70x30. Northeast section.
Prep. plans, Res., 2-sty. & Bmt., attached garage, 30-70 brick veneer, Birmingham.
Plans for res., 2-sty. & Bmt. attached garage, 30x35 frame. Port Huron.

GIFFELS & VALLET, Engineers.
Fig. on air conditioning, Kline's Store, closed.
Bids closed on Laminating plant, Ford Motor Co.

HABERMAS, CARL, 415 Brainard
Prep. sketches for Community Bldg., 75x150 North Woodward.
Sketches for brick veneer Res. 60x40', G. P. Pk.
Prep. plans for Res. 45x30, G. P. Pk.; also Res. 50x40', Huntington Woods; Res. 60x30' Lochmoor Blvd.

HERMAN & SIMONS, 710 Owen Bldg.
Prep. plans for. St. David's Church. Comp. about April 1.

HYDE & WILLIAMS, 3105 E. Gd. Blvd.
Prep. plans for 2-sty., fireproof store bldg., 80x165', S. W. cor. Woodward & Gd. Blvd.

O'DELL, H. AUGUSTUS, 904 Marquette Bldg., Detroit.
Tak. bids for swim. pool, Salvation Army, Lakeville, Mich. To have sand beach cleansed by mech. tide; mech. equip. and bath house. Invitation only.

JAMESON, LAWRENCE B., 8580 Jos. Campau
Plans for Garage, 100' x 175' one story. Offices in front.
Prep. drgs. for Home for Dodge Local No. 73-UAW-CIO., Jos. Campau, Benson & Ellis. 2-story & basement brick & stone trim.

KEYES, HUGH T., 748 Free Press Bldg.
Alt. to Res. for Emory L. Ford.

LYNDON & SMITH, 500 Murphy Bldg.
Prep. drgs. for Auburn Heights School, Pontiac, Mich.

MALCOLMSON, CALDER & HAMMOND, etc.
Sealed proposals for kitchen equipment, refrigerators, refrigeration, opened Ap. 2.—Western State Teachers College, Kalamazoo, Mich.

STAHL, JNO, 820 Francis Palms Bldg.
Fig. on Sales Rm., 80x55.—Closed.

SORENSEN, N. CHESTER, 2201 Industrial Bank Bldg.
Prep. plans for Peace Lutheran Church, Balfour & Warren Aves.

WEST, ROBERT J., 512 United Artists Bldg., Detroit.
Prep. plans, Holy Cross Church, ready Apr. 20.
Tak. figs., 48 apt. bldg., Merrill Palmer Sub.
Tak. figs., warehouse, Schaefer Rd., Dearborn.
Prep. plans, gas station, ready Apr. 1st.

WRIGHT & ROGVOY, 929 Fox Bldg.
Plans for Melvindale Theatre & Stores ready for fig. about April 1.
1000-seat Theatre, Plymouth.
1000-seat Theatre, 7 Mile, bet. Snowden & Hartwell, Detroit.
New Store Front, Kinsel's, Michigan & Griswold.
Prep. plans for Res. for Mr. & Mrs. Levy, Dundee av.
Remodeling Parker's Res., 2nd Blvd.

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Volume 14 — DETROIT, MICHIGAN, APRIL 9, 1940 — No. 15

A MESSAGE TO MICHIGAN ARCHITECTS

In the last issue of the Weekly Bulletin a statement of the program of the Michigan Society of Architects for the coming year was published. Given the wisdom, courage and energy required for such a task, **it will be prosecuted with the utmost vigor.**

This architectural society has gained a reputation for accomplishment which is outstanding among state societies. Whether fully realized or not by our members, **a great amount of work is being done to strengthen the profession, to protect its interests, and to bring it more forcibly and more favorably to the attention of the public.** This coming year these objectives will be advanced by extension of our activities.

Gamber

Such vital matters as legislation, conformance to the State Registration Act, participation in public works and civic planning, unification of the profession, favorable publicity and an educational campaign will receive particular attention. **In this way, and in others too numerous to mention your state organization IS SERVING YOU.**

In order to increase that service and to create wider horizons for the architectural profession, we must have the active cooperation of every registered architect in this state, in which there are more than seven hundred. The actual work of the society is being done by a comparatively small number of individuals. Our objective is to increase the active membership to include every registered architect in Michigan.

As the organization increases in numbers its purse will also expand. **Your society is doing much for you, and will do more.** The dues of $3.00 per year are remarkably low for membership in an active, going, professional organization.

We ask that you join the Michigan Society of Architects through the nearest local Division, on the basis of active membership at $3.00 per year. **Send in your check and join the ranks, and notice the "pick-up."**

BRANSON V. GAMBER.

A list of the seven local divisions and their headquarters city is given herewith:

Detroit Division — Counties of Wayne, Oakland, Macomb, and Monroe — Lyle S. Cole, treasurer, 1111 Collingwood Avenue, Detroit.

Ann Arbor Division — Counties of Washtenaw, Livingstone, and Lenawee—L. L. Woodworth, president, Michigan Theatre Building, Ann Arbor.

South-Western Michigan Division — Counties of Calhoun, Kalamazoo, Van Buren, Branch, St. Joseph, Cass, Berrien, Allegan, and Barry — William A. Stone, secretary-treasurer, 1102 W. Main Street, Kalamazoo.

Jackson-Lansing Division — Counties of Jackson, Ingham, Hillsdale, Clinton, Shiawassee, and Eaton — Leon R. Snyder, Jr., 407 S. Jackson Street, Jackson.

West Michigan Division — That portion of the lower peninsula of Michigan having Lake Michigan as its Western and Northern boundaries and the following counties as its Southern and Eastern limits: Ottawa, Kent, Ionia, Montcalm, Mecosta, Osceola, Missankee, Kalkaska, Antrim, Charlevoix, and Emmett—Paul E. Flanagan, secretary-treasurer, 634 Lake Drive, Grand Rapids.

Saginaw Valley Division — That portion of the lower peninsula of Michigan having Lake Huron as its Eastern and Northern boundaries and the following counties as its Southern and Western limits: St. Clair, Lapeer, Genesee, Saginaw, Gratiot, Isabella, Clare, Roscommon, Crawford, Otsego, and Cheboygan — James A. Spence, director, 118 N. Washington Ave., Saginaw.

Upper Peninsula Division — All of the upper peninsula of Michigan—Harry W. Gjelsteen, secretary-treasurer, 203 W. Harry Street, Newberry, Michigan.

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and Grant Mitchell in "The Monroe Doctrine"

FRI., SAT., , APRIL 12 & 13
Pat O'Brien—James Cagney—George Brent
"THE FIGHTING 69TH"

SAT. 11: P. M., **Bonita Granville**
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FOURTH ANNUAL MICHIGAN BUILDING INDUSTRY BANQUET

Sponsored by Michigan Society of Architects, Producers' Council Club of Michigan, Builders' and Traders' Exchange.

Hotel Statler, Thursday, April 11

Tickets at $3.00 per plate now on sale at 439 Penobscot Building.

Reservations will be made in the order received. Organizations reserving tables of ten may have table placards bearing their names.

DR. BARCLAY ACHESON

Barclay Acheson, Associate Editor of *Readers' Digest* will give the principal address at the Fourth Annual Building Industry Banquet which will be held at the Hotel Statler, April 11.

Thoroughly and intimately in touch with world conditions, Mr. Acheson will bring to the constructionists of Detroit a vivid summing up of the problems which today confront those who believe that there should be a healthy movement toward individual achievement and happiness such as is fostered by democracy.

The construction industry vast in its ramifications, and second only to agriculture in giving employment; by the nature of things builds up most of the wealth of a nation. This industry like any other thrives best where individual initiative is encouraged.

It is necessary, Mr. Acheson says, for leaders of thought in democratic nations to keep constantly before the public the advantages of government which grows soundly and steadily, by orderly adjustment to changing conditions. Such a system makes slow but certain progress toward the highest goal of self-determination through gradual rather than through radical, revolutionary, overnight changes.

DETROIT ARCHITECT would like to share his office space, telephone, etc., with Architect or Engineer. Central and modern. Apply to the Bulletin.

THE TOASTMASTER FEUD

You could have cut me with a sharp glance the other morning when one of my undersecretaries brought me the current issue of the Bulletin on an alumilited aluminum salver (plug) murmuring "Too hot to handle." I was busy in the garden at the time, uncovering some *ajuga genevensis* (sometimes called "Geneva Bugle," and thus mistaken for a yellow journal. By the way, I noticed your paper has just the slightest cream tint, Mr. Hughes.)

As I was saying you could have laid me with a full shove joint when I opened the Bulletin and read the scurrilous, unfounded, vituperious unwarranted and venomour attack which this Allen fellow made upon me. Man and boy, I have never witnessed such a furious display of unprofessional (or professional for that matter) jealousy before.

I have watched the playful dugong (an aquatic herbivorous mammal of the order Sirenia) as it cavorted in the Red Sea, flashing its tusk-like molars in rage at a fellow dugong. I have listened to the shrill chattering of the native marmot (Marmota marmota) high in the Pyranees as he shook his bushy tail in anger at another marmot, and the ard-vark in deepest Africa growling his displeasure at another ard-vark. I could tell you about the aye-aye and the ocelot, too, but mebbe you have been to th same movies I have. Suffice it to say that Allen has them all stopped.

And as regards that $25.00 deficit, far be it from me to repeat what is current gossip in all the pool rooms of Grand Rapids about a certain fellow being seen in one of those new $22.50 spring top-coats with a box of corona coronas under his arm. You know what that adds up to don't you? I can hardly wait for the Banquet Thursday night where and when I may publicly confront him with something; I said I may. CLAIR W. DITCHY.

IT PAYS TO PAY YOUR DUES

Paul Marshall has been frantically calling Jack Thornton lately offering to do anything if Jack would let up on Roger Allen long enough for him to toastmaster the Building Industry Banquet April 11. Jack wouldn't give him any satisfaction. Last week Paul called again and offered to pay the $25.00 which, with the $75.00 Roger **claims** to have, would even the account.

Jack insists that Roger knew they were supposed to make a profit of at least one hundred dollars and wasn't very enthusiastic over just getting the original hundred back. He finally gave in, however, and said he would accept the settlement, but the only reason he would do it was because both Roger and Emil had stepped right up, without being asked, and paid their dues. Jack said it may have been bribery, but at least it was good psychology, and that there are about 650 others who would do well to profit by Roger's experience and get in right with him. Jack would never get soft hearted with a fellow who hadn't paid his dues.

GEORGE HAAS PROMOTED

Stran Steel Division, Great Lakes Steel Corporation, announce the advancement of George J. Hass to the position of Sales Manager.

George, who has been very active in the architectural organizations here, is a past president of the Michigan Society of Architects. His many friends will rejoice with him and wish him every success in his new position.

ARCHITECTURAL TRENDS NOTED BY UNTERMEYER

Poet Louis Untermeyer, who describes himself as an "enthusiastic amateur" of architecture, last night ripped apart a few notions about the use of Grecian columns and rococo living rooms and told an overflow audience in Rackham Amphitheatre that American architecture, like American poetry and painting, has discovered its nativity.

Giving free reign to his destructive talent, Mr. Untermeyer described the typical American city as a hopeless jumble of imported and imitated architectural styles ranging from Spanish mission to Roman bathhouses. "They represent for the most part," he declared, "a cross between a pastry cook's dream and an architect's nightmare."

American architects, he added, have had a passion for imitating two chief style importations—the Grecian and the Gothic. The early architects of our country fell in love with the Grecian column and apparently desired to make American public buildings look like a series of Acropoli. They were afraid of American styles and materials and therefore retreated into something remote and ancient.

The Gothic influence has been particularly potent, he observed, in the design of American college buildings. Most of our dormitories look like monasteries. "It is strangely incongruous," he said, "to find existing with such pomposity types of architecture that expired five centuries ago on some other continent."

A few pioneers, led by Louis Sullivan and Frank Lloyd Wright, have, however, turned away from the European sources and have sought to express truly American styles with native materials. "One great American contribution to architecture," he noted, has been the skyscraper, which other countries have been forced to copy from us."

Illustrating his points with slides, Mr. Untermeyer explained how these architectural pioneers have given us an American style of building that is clean, sharp and simplified, that brings out the dignity of its surroundings and that capitalizes on native materials.

Mr. Untermeyer will conduct an informal discussion of his subject at 4:15 p. m. today in the East Conference room of the Rackham Building. His next lecture, to be given at 4:15 p. m. Monday, will be on "The Painters Discover America." Although his series of six lectures is being sponsored by the engineering English department, all students and faculty members are invited to attend.

—*The Michigan Daily, 3-23-40*

EDITOR'S NOTE: Though not so intended, this might be considered a reply to an Editorial in a recent issue of the Boston Sunday Globe entitled, "Mr. Wright asked for it," in which the writer, "Uncle Dudley," seemed to express the opinion that the Middle West had produced no worthwhile architecture.

TO OUR NEW PRESIDENT

Dear Branson:

Congratulations on your election to Presidency of the Michigan Society. Best of luck to you during your term. You must have a fine, active group to support the weekly paper. (suppose under your leadership it will become a daily.)

Once again "Best Wishes".

Sincerely,

HARRY STEWART
(Purves, Cope & Stewart, Philadelphia)

CONTRACTORS ARE PLAYFUL TOO

Mr. Edward Xavier Tuttle March 14, 1940
Architects' Brawl
Grand Rapids, Michigan
Dear Sir:

This is to inform you that in your absence I have completed Pearl's bungalow, only to discover that through a slight oversight it was built on the wrong side of the lake and in the middle of a graveyard.

However, this has all been beautifully remedied due to the fact that it burned to the ground this afternoon.

I am afraid that Pearl was slightly irked with you as she filed suit against you today for three million dollars. As usual however, in my desire to be of illimitable service to you, I have things, as one might say, in perfect control. I merely wrote her a check, covering the full amount, to which I affixed your signature.

Hoping you are having a lovely time, I am

None other than, DICK MORSE.

P. S. For your further peace of mind and comfort, I am having Miss Shermerhoot supervise the padding of your private cell to which we are adding an assortment of pink elephants on all walls, ceiling and floor.

AND NED'S REPLY—

Mr. R. E. Morse March 19, 1940
Byron Blvd., Battle Creek, Michigan
Dear Dick:

Thank you very much for your communication of March 14. There was a little delay in its delivery due to the fact that the Michigan Association of Whitewings was having a Convention coincidentally with the Michigan Society of Architects, and in the same hotel. Since there is some confusion in the minds of the people as to the difference between the two professions, the letter was delivered at the wrong meeting. Actually, there is very little difference between the two professions and when it is all boiled down I suspect you will find it to be all a matter of technic.

The attention which you gave my affairs while I was away, was almost more than I could expect, as a matter of fact, it was more than I will accept, and the only way out, as I see it, is for you to undo all you have done and I will do it all over again, which is a customary relationship between Architect and Contractor anyway.

Yours truly, "TUT."

Dear Talmage:

Dirty politics . . . I refuse to be a candidate for any office, at any time. I refuse to be subjected to besmirching and slanderous attacks by a lowbrow architect, or is he? I have been doing some fancy sleuthing, to find out the name of that snake-in-the-grass, who did not dare to sign his name under his dirty remarks. But I am not so dumb.

First I suspected my partner, for I had reason to suspect him. I had asked him if he was going to vote for me, and he said something about the good name of the Society and that with him the personalities did not enter into consideration. But then I realized, as anybody with common sense could see that it must have been John Thornton, for who else could have thought, but John Thornton himself, that he is a swell guy.

I have taken the matter up with my attorney, directing him to institute a suit for slander.

Cordially yours, PAUL KASURIN.

PROGRESS TOWARD PUBLIC RELATIONS

A PROGRAM PROPOSED BY D. KNICKERBACKER BOYD

"How does Boyd do it? After all these years — still hammering away! I admire him for his energy — and may he live long enough to see his labors bear fruit! He shows the way" — Ellis P. Lawrence, Architect, Portland, Oregon.

And Mr. Lawrence is right. Perhaps no one else in the country has a deeper interest in the subject of public information for the profession of architecture than has Mr. Boyd, and certainly his splendid efforts should be appreciated by all of us who realize the great need for telling the architects' story.

By way of explanation of Mr. Boyd's suggested work program we would first like to give some of the background leading up to it.

Mr. Boyd prepared the outline at the request of the Philadelphia Chapter and T Square Club and it was presented by him at their joint meeting on November 15, 1939, with a special exhibit which he had prepared in connection with the subject.

At this meeting, which was undoubtedly one of the most important ever held on this subject, a number of other speakers were also heard, including Mr. John E. Burchard of the Albert Farwell Bemis Foundation and member of the faculty of Massachusetts Institute of Technology. Mr. John Hunter, Jr., of Altoona spoke on "The architect in community affairs."

Boyd

Mr. Boyd, with supplementary introductory remarks, presented a written program of promotional activities for a public relations program. This program was published in the January issue of the Weekly Bulletin and because of the demand from many sources it is here reprinted, together with a resolution as finally adopted by vote of all present and, while the profession has not yet been "canvassed" as directed, the resolution, the digest and Mr. Boyd's summary were sent to the presidents of the other seventy-one Chapters of the Institute and of the twenty-two State Associations throughout the country, by R. W. Macaskey, Secy., Phila. Chapter.

RESOLUTION

Adopted at Meeting, November 15, 1939, of The Philadelphia Chapter, A. I. A.

WHEREAS, This meeting on Public Relations with its excellent talks, exhibit and discussion, has demonstrated the possibilities and advantages of greater participation by architects in civic affairs, research, technical and educational matters inside and outside of their office work and professional activities, and

WHEREAS, Such increased activities and service and the resultant greater contact with the public will redound to the benefit of the Profession and the public and will improve the development and architectural appearance of this City and its surroundings, and

WHEREAS, It is the sense of this meeting that all members of The Chapter, the T-Square Club and the Profession at large should still further extend themselves locally and nationally in making our Profession, in the language of the Constitution of The American Institute of Architects, of "Ever increasing service to society" therefore be it

RESOLVED, That as such increased activities cannot conceivably be accomplished without coordination and direction, nor on a voluntary basis, this meeting requests the Presidents of the Philadelphia Chapter and the T-Square Club to jointly appoint a Committee on Ways and Means to canvass the local Profession, for the purpose of raising sufficient funds, if possible, and before January 1st, 1940, to warrant the Executive Committees thereof to engage the part-time but continuous service for at least one year, of some competent person as Director of Public Relations, and be it

FURTHER RESOLVED, That such Committee arrange for a digest of the minutes of this meeting and outline of the activities proposed being sent to all other Chapters of The American Institute of Architects and to all State Societies with the recommendation that they consider taking similiar action to the end that some one or more qualified person or persons, through the cooperation and under the control of all such agencies, shall direct public relations for the Profession and allied interests in the building industry nationally, as well as assisting all local committees, or communities — and at the same time foster the making of news for The Institute's Committee on Public Information, its Publicist, and for the Committee on Public Information of each Chapter.

SUMMARY OF A PROGRAM FOR PUBLIC RELATIONS ACTIVITIES

The suggestions which follow are all subject to editorial revision and will be added to from time to time. It will be noted that some of them indicate the possibility of best accomplishment through participation by Chapters and State Associations on a national basis. The remainder are offered as recommendations for state and local activities. It is obvious that many of them are more suitable to one locality than another. Furthermore some of them are already under way. When successful, the ideas should be relayed to other groups, with details, for possible adoptions.

A. NATIONAL ACTIVITIES.

1. The Public still needs to be much more fully informed as to the services which the competent Architects perform and as to their cooperation with good engineers and reliable contractors, sub-contractors and the manufacturers of quality materials. To this end appropriate documents in language for popular consumption should be prepared and widely distributed in the form of brochures.

(a) One should be prepared for local use and national distribution to financial institutions, insurance companies, corporations and others, who should much more extensively employ competent architects, engineers and builders and use quality materials.

(b) Another should be prepared for popular consumption by prospective home owners and for distribution at Exhibitions, "Home Shows", etc.

(c) Another could consist of authoritative information on maintenance and proper upkeep of buildings for distribution by architects to owners for whom buildings have been satisfactorily completed under architectural services.

(d) Still another could show by illustrations and text, examples of advertising in popular magazines and trade publications by national manufacturers of building materials and equipment, of how they advocate the employment of trained architects in connection with all building matters. A campaign has already been started to bring this about and to urge others to follow suit.

2. The professions should, collectively and individually and impressively, collaborate with all local officials and civic organizations, as the Institute does nationally. The necessity for these activities could not better be described than in the report of The A. I. A. Committee on State and Municipal Public Works as presented at the 1939 Convention, which every member of the profession should read; copies of which may be obtained by applying to The Octagon.

3. Collectively we should urge the U. S. Postal Department to issue a series of postage stamps showing the tangible assets of the Government—(not now

recognized as offsets to the so-called "enormous" national debt)—including good examples of architecture, engineering and construction—with portraits or the names of the architects, and in some cases of the engineers and contractors.

4. Require, through adequate means, that names of architects and engineers be given in connection with illustrations of buildings—and builders too, after contract awards—in newspapers and other publications. The public, as well as the industry, has a legitimate interest in being given this information.

5. All over the country illustrated postcards are put out of prominent buildings which, in almost all cases, neglect to mention the name of the architect—and the builder. Efforts to rectify this omission should be made with all publishers of such cards and of illustrated booklets descriptive of buildings in communities and with the promoters of all tours, sightseeing buses, etc. Cooperation could also be offered in compiling information.

6. Arrangements could be made for a series of cards, attractively illustrated and lettered, depicting historic buildings and shrines of architectural merit. Beginning with The Octagon, as headquarters, each one should bear the name of the American Institute of Architects. They could be furnished to the architects of the Country and others at a reasonable price for use at Christmas and on other occasions. This would fill a long felt artistic need and their distribution by hundreds of thousands would insure a profit to The Institute and be an excellent means of promotion.

7. In addition to local exhibits of architecture, arrangements from time to time can be made with the American Federation of Art or the new National Museum for Traveling Exhibits of Architecture. With the same kind of "Publicity" as later mentioned for local exhibits, these can do much to arouse public interest in the profession and in building construction.

8. The promotion of certain phases of the building industry through motion pictures and on the radio is being handled by many individual manufacturing concerns and by associations and by the Producers' Council. The use of these media should be promoted in every way possible before the public, before clubs, and before architectural and engineering schools. Others should be encouraged to add to this list of available motion pictures and radio programs. All possible cooperation should be secured in arranging for listeners, showings and adequate attendance.

9. Due to the possibility of there being too few building trades workers in the near future, it is suggested that adult classes or lectures be conducted on every phase of the building industry, including respectively real estate, architecture, engineering, contracting, manufacturing, erection and installation. Such courses could be conducted by the combined associations in the industry and consist either of short or concentrated periods. To these would be invited all local elements in the industry, including workers, especially those who, due to lack of employment, are now out of the industry and occupying positions as chauffeurs, barbers, bartenders, filling station agents, etc. The cooperation of Federal and local agencies can be readily obtained if an organized attempt be made.

10. Failure to bring this latter class of men back into the industry in time to revive their interest and technique would then be the occasion to consider the other possibility, that of cooperation with local Boards of Education, and Industry Associations, the Federal Apprenticeship Committee, and Labor Organizations, in establishing any necessary apprenticeship courses.

B. LOCAL ACTIVITIES.

1. The professions should collaborate with Boards of Education in maintaining highest standards of Planning and Designing of School Buildings, and also;

(a) Arrange for traveling exhibitions of selected architectural subjects into the public and parochial schools with a speaker at the opening exercises in each school. Presumably the exhibit would change schools every week.

(b) Present once each year (or oftener) a framed example of some fine piece of architecture (ancient or modern) to one of the Schools with an architect making the address of presentation at a suitable ceremony, assembling all pupils.

(c) Provide for talks on the "Romance of Building" before general assemblies of scholars as an adjunct to vocational guidance in the interest of the building crafts.

(d) Where vocational courses are conducted in the building trades, Chapters or State Societies could well offer to furnish school authorities with blueprints of appropriate buildings for instructional purposes. Also arrange for a separate exhibit of working and detail drawings with accompanying photographs of the executed work, and possibly an occasional talk by an architect, engineer, or builder to the boys?

2. Arrange for talks by professional men, builders, and material manufacturers before Rotary, Exchange and other Service Clubs. Also before Women's Clubs and other Organizations.

3. Arrange similar interchange of ideas and promotion of each other interests at meetings of Builders Exchanges, Real Estate Boards, Building and Loan Associations, other Financial Groups and Interests, Building Owners and Managers Organizations, and others allied with construction.

4. In cooperation with building materials exhibits, wherever they exist, assist in maintaining a Bureau of Information on architectural and technical subjects and keep such a bureau or library supplied with literature on the Services of the Architect for distribution to the public.

5. Maintain an Informational Exchange to keep members of all organizations allied with architecture and construction advised as to meetings and speakers where the subject may be of interest to others than the immediate membership.

6. Chapters or Societies could prepare maps showing locations of buildings in each city or community, for display in Railroad and Bus Stations and all other prominent places—for the information of visitors—possibly in cooperation with civic groups and with the names of the organizations conspicuously displayed.

7. Assist in compiling Booklets by Chambers of Commerce and other Agencies in exploiting the advantages of communities, and of Architects' services and the characteristics of their buildings, and of local construction facilities.

8. Cooperate in compiling data on historic buildings and objects of interest in each Community or State and in bringing about their preservation wherever desirable.

9. Arrange for periodic exhibits of Architecture and allied arts. Preferably to be held in conveniently conspicous places and accompanied by campaigns of publicity and promotions in the press and by posters, radio and otherwise, including addresses in the schools, notices in motion picture shows, etc. (Use the Altoona case as an example.)

10. Where Home Shows are held, if possible exert architectural influence and direction, include Architectural exhibits and arrange for distribution of specialized Brochure intended for guidance of prospective Home Owners.

11. Give official recognition to good craftsmanship. Wherever possible award Certificates of Craftsmanship to outstandingly good workers, as now being done in New York and other places usually through Building Congresses. Encourage good craftsmen, through individual commendation, on all occasions possible.

12. Encourage Draftsmen to visit quarries, mills and buildings under construction and familiarize themselves with all phases of construction possible outside of the office routine.

13. Organize Building Congresses, representative of

all elements in the Construction industry, where they do not now exist. Consult A.I.A. Committee on Industrial Relations, for details on procedure.

14. Encourage local representatives of manufacturers of building materials, equipment and devices, affiliated with The National Producers' Council to set up local organizations.

15. Arrange wherever possible for radio talks about the professions and the building industry. The cooperation of producers may be secured for information on their national programs.

16. Wherever Better Homes Committees exist in communities, it is suggested that Architects, producers and builders should collaborate with the public spirited citizens who are functioning to arouse public interest in better homes and more of them.

17. Cooperation with Chambers of Commerce touring agencies and conductors of "rubber-neck" vehicles, should be furnished as to note-worthy places of architectural, structural, or historic interest and information furnished as to the general type of design, materials used, Architects, Engineers and Builders' names, etc.

18. In communities where lists of principle buildings, together with the names of owners, Architects, Engineers, Builders and general characteristics are not obtainable, newspapers will welcome such authoritative information for prompt use in preparing description or news items, especially in the case of accidents, fires or other casualties.

19. While newspaper offices maintain "Morgues" in their libraries of principal personalities connected with the building industry, it is suggested that local organizations secure complete biographies of local persons, lists of buildings designed, or executed, and other pertinent data subject to call or to be furnished newspapers, magazines and other publications when occasions present themselves.

20. In some cities local organizations of Architects make honor awards to owners of buildings, and sometimes Architects, for excellence of design and construction which activity assists in attracting public attention to architectures and the building industry. These are sometimes individual buildings wherever located and in other instances are for the most attractive buildings on certain streets. Instances are Fifth Avenue in New York City, and Chestnut Street, Philadelphia, for which award announcements have recently been made.

Editor's Note: Following the distribution of this material many favorable comments were received from individuals, organizations and architectural publications. Herewith are extracts from some of them:

* * *

Northern California Chapter A. I. A.

There seems to be much in the several leaflets on Public Relations and Public Information received from you that could be taken up seriously by the other Chapters. Your material is now in the hands of our Public Information Committee from whence I hope a coordinated program will arise for the promotion of this activity.

JAMES H. MITCHELL, *President.*

* * *

The Virginia Society of Architects

I have your letter of December 4th with enclosures, which is very interesting indeed. I am forwarding this to our Secretary, Mr. R. F. Taylor, and I do not see why our Public Relations Committee cannot do the same thing in our State.

W. L. CARNEAL, *President.*

* * *

New York Chapter A. I. A.

Thank you for your letter of December 29th enclosing the summary of Mr. D. Knickerbacker Boyd's on public relations. I read it through with interest and think it contains many good suggestions and I am therefore forwarding the same to our Committee on Public Relations for their use in connection with their work.

FREDERICK G. FROST, *President.*

* * *

Florida North Chapter, A. I. A.

We hold only four meetings a year and the Chapter is not overly active because of the small membership, but, I think the summary as outlined by Mr. D. Knickerbacker Boyd has lots of good food for thought and our Publicity Committee will no doubt make good use of the material.

LEEROY SHEFTALL, *President.*

* * *

Kentucky Chapter A. I. A.

Thanks very much for the copy of the Public Relations Activities program. I have read it over and am sending it on to Stratton O. Hammon our Public Relations Committee Chairman.

Certainly it would be a splendid thing if all of the Chapters would formulate such a program and carry it out.

ELLIOTT LEA, *President.*

* * *

St. Louis Chapter, A. I. A.

I have before me the outline of your meeting on Public Relations, of November 15, 1939. It has been suggested that we, in our Chapter in St. Louis, investigate the question of how the architects can be publicized, and I wish you would be kind enough to let me know whether it would be possible to have, on loan, the exhibition spoken of in your outline. If this is not possible, would you let me have an outline of what the exhibition contained.

FREDERICK W. DUNN,
Chairman, Committee on Meeting.

* * *

Unless a magazine's correspondence no longer foreshadows developments, public relations will be topic number one when two or more architects get together in 1940. Especially do we expect this subject to come to the fore at AIA's meeting in May.

Concerted action cannot be taken too soon for us. Somehow, someway, the public must be made to realize that today's buildings, as a consequence of modern technology, require more than ever the services of competent architects.

From information at hand it appears that Pennsylvania is taking the lead in public relations activity. The Northwestern Pennsylvania Chapter of AIA is preparing to edit the building page of a forthcoming Sunday edition of the Erie *Dispatch-Herald.* And recently, at a joint meeting of the Philadelphia Chapter AIA and T-Square Club, a Committee on Public Information, headed by D. Knickerbacker Boyd, presented an informative exhibit entitled "How Architects Can be Publicized."

If any clients of this department know of more commendable current activities, and will so inform us, we'll eat crow next month. Or if you have some constructive suggestions to offer, we've the white space to handle them.—*Architectural Record.*

* * *

D. Knickerbacker Boyd has shouldered the job of making articulate the architectural profession in justification of its existence. Boyd believes, with many other opponents of the shrinking violet attitude, that to have the people understand the what, why and when of architectural practice, they must be told about it, not once, in one way, but again and again in many ways. He has lately been elaborating his convictions, with exhibits, before the Philadelphia, The West New Jersey Society and Brooklyn Chapters, and doubtless will be found

crusading up and down the land as long as he finds sympathetic ears. The word "job" that I have used, however, is a mere euphemisn. It is at the moment all work and no pay, and the limits of such activities are fairly rigidly imposed by the length of time the performer can live off his own fat. Dave Boyd starts out rather well in this respect, but I imagine his tailor cannot for long be cheated out of the job of moving in some buttons unless the profession soon awakes to a realization that Dave is carrying a load that belongs to all of us.—*Architectural Forum.*

* * *

I will be glad to do my share in printing, at least in part, The Summary of a Program for Public Relation activities. We will also make appropriate editorial comments, and in addition will print a good deal more material in the months to come dealing with this vital topic.—Kenneth Reid, Editor, *Pencil Points.*

* * *

It is with the greatest interest that I have read your "Summary of a Program for Public Relations Activities."

I have been thinking for some time along these lines but had neither progressed as far as you nor summed up my thoughts so clearly. With this excellent study to refer to I intend to stir up interest among the architects of our community and try to put as many of your suggestions through as can be done from time to time. I shall report to you any progress made.—Samuel Homsey, Wilmington, Delaware.

* * *

Thank you very much for your letter containing the summary of a program for public relations activities which is highly suggestive and which I am very glad to have.

Might I suggest that if you have additional copies it would be very interesting for the Committee of the Boston Society of Architects on Publications and Information, of which I am a member, to have an official copy.—John E. Burchard, Albert Farwell Bemis Foundation"

* * *

Your program for Public Relations Activities as it appeared in the Weekly Bulletin is fine. Good work.

Could you send me about thirty copies to send out to new Local Representatives and to have on call?—William Orr Ludlow, Chm. Com on Public Information, A.I.A."

* * *

We read your "Summary of a Program for Public Relations Activities" when the Bulletin came out recently, and fully intended writing and congratulating you on the comprehensiveness of this article.

We know of no subject, economic or otherwise, so important to the architect today. Just this week, in the Weekly Bulletin, under the heading, "A Weakness in the Small Home Field," we noticed the following statement:

"At the Construction Industry Conference held in Washington, D. C., recently it was stated that on an average thirty per cent of the new homes throughout the country are built by builders who sell the complete job, provide plans and have full control of the operation. Another thirty per cent of the new homes built are speculative houses built by small operators who build from three to fifty houses annually. The large house developers build fifteen per cent of the home. Material and supply dealers promote or control eighteen per cent of the homes, and architects supervise and draw the plans for seven per cent of the homes."

Much of our domestic architecture shows it! It behooves the profession to do something about the situation. You are showing what to do.—W. T. Huddle, Advertising Mgr., Detroit Steel Products Co.

* * *

I am convinced more than ever today that we must "sell our wares," not through any program of cheap publicity or self praise, but simply through taking every oportunity that may arise to present to the public a true picture of our responsibility and how faithfully we can discharge such a responsibility.—Raymond J. Ashton, Chm., Com. on State and Municipal Public Works.

* * *

I want you to know that I am very much interested in your program and want to do my part in helping you carry it on. I also have a keen sense of appreciation of all you have done in past years for the Institute and the Profession, and of the wonderful work that you have done to help in bettering conditions in the building industry. — C. Herrick Hammond, Chicago, Illinios.

* * *

There are certain items that are newer and deserve attention. There is the postage stamp idea, printing the names of architects and engineers on picture post cards that have general sale, depicting historic buildings and shrines of architectural merit. The motion picture and radio have been used in our territory to make the public acquainted with the architect and his work. Adult classes or lectures with everybody invited, particularly those who have drifted away from the building industry because it did not supply the wanderer with a livelihood, and other thoughts that you enumerate, appear worth trying. I aim to find space in an early number of the I.S.A. Bulletin to make reference to your summary.—Arthur Woltersdorf, Chicago, Illinois.

* * *

Our Company is anxious to cooperate with the architects at all times and we are entirely sympathetic with the idea of a Public Relations Counsellor for the profession and the building industry.—H. R. Kluth, District Mgr., Pittsburgh Plate Glass Co.

* * *

A special notice has been issued by the Pennsylvania Association of Architects and Regional Conference, A. I. A., to discuss Public Relations at Hershey, Pennsylvania, on April 25th and 26th, 1940.

The theme of the combined Convention and Congress is to be "Our Professional Challenge." Full information concerning this program was published in the April number of the Pennsylvania Architect and Engineer.

The announcement states further:

"No Architect in Pennsylvania can afford to miss this meeting. The intense interest in the future of the Profession, the problem of Unification and Affiliation with the Institute, the extent to which State Associations must go to protect the practice of Architecture and the necessity of better relations with the Public has never been greater. As an evidence of this the Secretary of the Philadelphia Chapter, A. I. A., has just sent us the following Resolution:

The Special Committee on Public Relations of the Philadelphia Chapter, authorized at the special meeting, February 13th, 1940, has resolved:

That it is necessary to establish a public relations agency to promote the recognition of the Profession of Architecture in the State of Pennsylvania and to promote the usefulness of the profession in society; and it was further Resolved:

That the Executive Committee of the Chapter recommend that the above statement be the text of the discussion at the Regional Conference of the A. I. A. and the State Association to be held at Hershey on April 25th, 26th, 1940."

I WONDER

Again it's April—time marches on,
And I being busy, arise at dawn;
Destruction is active, a minor boom,
Tearing things down and making room;
For cars must be parked,
From morning until dark;
Buildings will not rent today,
So taxes are earned this way;
But when will this demolition cease?
When South meets North, West meets East?
When autos are designed for sleeping by night,
And become down-town offices by day?
Perhaps that's right

—ANONYMOUS

EDITOR'S NOTE: **I wonder** if that last line could hold any clue as to the identity of our anonymous contributor.

From Clearwater, Florida, Louis Kamper sends a colorful post card picture of a streamline train passing through Florida groves, with his comment, "Oranges look better than snowballs."

The many friends of Mr. and Mrs. Kamper will wish them every happiness on their winter vacation.

A note from Glenn H. Benjamin, 507 Egleston Avenue, Kalamazoo, states that he has returned to the state of his birth and is enjoying once more the association of Michigan architects and members of the Society.

As a good example, he enclosed $3.00 for his dues to March 1, 1941.

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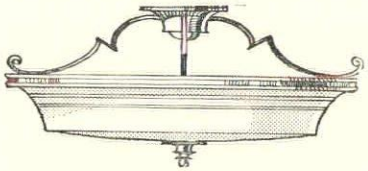
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$5000	$ 75
$6000	$ 90
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$9000	$135

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ARCHITECTS' REPORTS

AGREE, CHAS. N., Book Tower, Detroit.
2,500-seat Theatre & Com. Bldg., consisting of 9 stores—7 Mile & Myers, Royal Theatre. Bids closed on Structural steel and foundation work.
1-Sty. bldg. 4 sts., Jefferson and Iroquois. Belvidere Land Co.—Architectural tr. let to Mischgellash Co.; Plbg.—S. Davidson; El. wk. J. Simon; Hdwe. Jno. Freeman.
1,500-seat Theatre, Dearborn, Mich., Superstructure ready about April 15.

BENNETT & STRAIGHT, 13526 Mich. Ave.
Bar & Store Bldg., Dearborn—Low bidders figuring revised plans.

BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit
Prep. plans alter. 5,000 block Mich. Ave., 72'x200', 2-sty. Plans ready April 1.—Bids invit. only.
Prep. plans for remodeling on Bldg., Adams Ave.

GABLER, C. L. T., 616 Murphy Bldg., Detroit, Mich.
Prep. plans, Medical clinic, 70x30. Northeast section.
Prep. plans, Res., 2-sty. & Bmt., attached garage, 30-70 brick veneer, Birmingham.
Plans for res., 2-sty. & Bmt. attached garage, 30x35 frame. Port Huron.

GIFFELS & VALLET, Engineers.
Fig. on air conditioning, Kline's Store, closed.
Laminating plant, Ford Motor Co., Gen'l. Con. let to Bryant & Detwiler, Vinyl drying ovens, J. A. Utley Company.

HABERMAS, CARL, 415 Brainard
Prep. sketches for Community Bldg., 75x150 North Woodward.
Sketches for brick veneer Res. 60x40', G. P. Pk.
Prep. plans for Res. 45x30, G. P. Pk.; also Res. 50x40', Huntington Woods; Res. 60x30' Lochmoor Blvd.

HERMAN & SIMONS, 710 Owen Bldg.
St. David's Church, Comp. postponed.

HYDE & WILLIAMS, 3105 E. Gd. Blvd.
Prep. plans for 2-sty., fireproof store bldg., 80x165', S. W. cor. Woodward & Gd. Blvd.

O'DELL, H. AUGUSTUS, 904 Marquette Bldg., Detroit.
Tak. bids for swim. pool, Salvation Army, Lakeville, Mich. To have sand beach cleansed by mech. tide; mech. equip. and bath house. Invitation only.

JAMESON, LAWRENCE B., 8580 Jos. Campau
Plans for Garage, 100' x 175' one story. Offices in front.
Prep. drgs. for Home for Dodge Local No. 73-UAW-CIO., Jos. Campau, Benson & Ellis. 2-story & basement brick & stone trim.

KEYES, HUGH T., 748 Free Press Bldg.
Alt. to Res. for Emory L. Ford.
Alt. to L. P. Sappington Res., Romeo. Bids due Apr. 8

LYNDON & SMITH, 500 Murphy Bldg.
Prep. drgs. for Auburn Heights School, Pontiac, Mich.

MALCOLMSON, CALDER & HAMMOND, etc.
Sealed proposals for kitchen equipment, refrigerators, refrigeration, opened Ap. 2.—Western State Teachers College, Kalamazoo, Mich.

STAHL, JNO, 820 Francis Palms Bldg.
Fig. on Sales Rm., 80x55.—Closed.

SORENSEN, N. CHESTER, 2201 Industrial Bank Bldg.
Prep. plans for Peace Lutheran Church, Balfour & Warren Aves.

WEST, ROBERT J., 512 United Artists Bldg., Detroit.
Prep. plans, Holy Cross Church, ready Apr. 20.
Tak. figs., 48 apt. bldg., Merrill Palmer Sub.
Tak. figs., warehouse, Schaefer Rd., Dearborn.
Prep. plans, gas station, ready Apr. 1st.

WRIGHT & ROGVOY, 929 Fox Bldg.
Plans for Melvindale Theatre & Stores ready for fig. about April 15.
1000-seat Theatre, Plymouth, under construction.
1000-seat Theatre, 7 Mile, bet. Snowden & Hartwell, Detroit, postponed.
New Store Front, Kinsel's, Michigan & Griswold.
Res. for Mr. & Mrs. Levy, Dundee Ave.
Remodeling Parker's Res., 2nd Blvd., taking fig.
Sam Gordon Bar & Restaurant, Mt. Clemens, taking figures.

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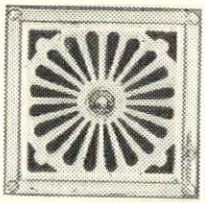

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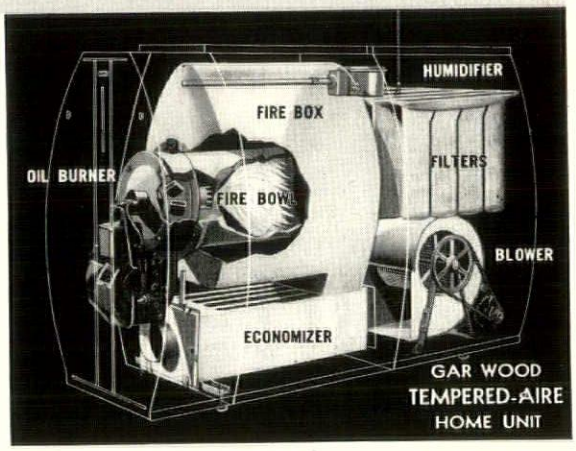

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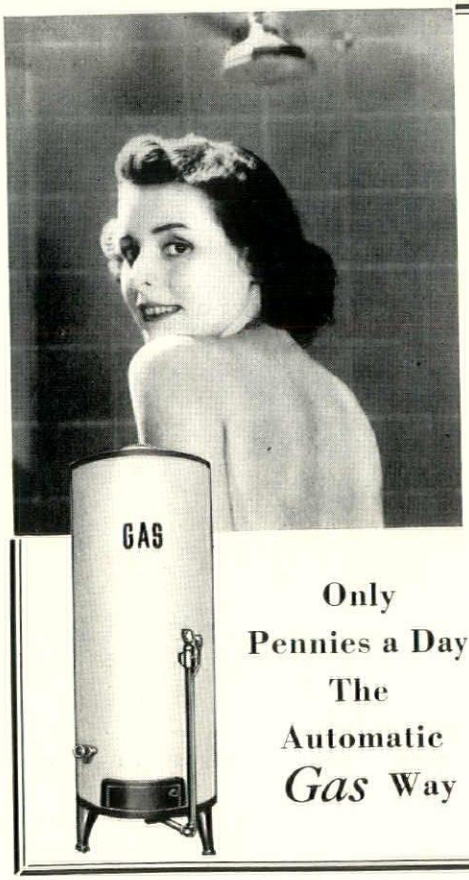

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WEEKLY BULLETIN

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Volume 14 — DETROIT, MICHIGAN, APRIL 16, 1940 — No. 16

KEN BLACK'S ARTICLE PRAISED

Mr. Kenneth C. Black's lecture at the Detroit Institute of Arts, published in the Weekly Bulletin was reprinted in The Architect and Engineer, of San Francisco. Mr. Fred W. Jones, editor of that publication sends us the following comment by Mr. Henry M. Michelson, former president of the State Association of California Architects and prominent architect of San Francisco.

The free and easy way in which Mr. Kenneth C. Black described the progress of modern architecture in the recent issue of The Architect and Engineer, was an explicit description of the trend of architectural practice. Reviews of this character are of value in directing the fate of modern business. It outlines the rapid spread of modern architecture in commercial and monumental buildings, and the slow progress in residential design - also, the relationship that exists between the architects and their clients.

The term "modern," as applied to our recent architecture, is somewhat misleading. In reviewing the original, it is interesting to find that our present day architecture appeared in Austria more than fifty years ago. Since then it was developed and perfected in Eastern Europe, before becoming firmly established in the United States. Some of the earlier buildings in this country which were designed in some form of radical architecture and classified as unusual, monstrous or degrading, are now considered obsolete.

Modern architecture of the future is left open in Mr. Black's article. The evolution of art and architecture has changed with the progress of the world, and will continue to adjust itself, depending on the desires of the people in their modes of existence. Many of us are of the opinion that the historical and traditional styles of architecture are gone forever. During the next decade, we should continue to improve our art, architecture and color harmony, since we are gradually releasing ourselves from the traditional styles and established methods that guided our destiny in the past. Architecture and the allied arts may be developed in the future into a more gratifying style of form and color, with force, unity and coherence that are now lacking in some structures. It seems to me that the future building will be developed into a more substantial style. There should be better proportion, finer scale, and decorations with natural forms of flowers and foliage, and impressive sculpture, rather than the hard and tortured forms that have been used in the past. The use of combination color tones has advanced faster than either architectural or the allied arts, and in the future, color harmony may be the essential base for our architectural development.

Many architects are in accord with Mr. Black's idea as to how far modern architecture will extend. Looking backward over a few years, we find there was a period of transition between the Modern, Classic, and Renaissance, During this change-over, many interesting commercial building have been designed. Modern architecture applied to residence seems to be floating and will continue to drift until the public learns to appreciate its features, and the architects are able to design modern houses that reflect the comfort and pleasing appearances that is found in the traditional styles.

Mr. Black's classification of architects is extremely interesting, since we learn that ten percent of them are "God's gift to the world" and are masters of all they survey, and the remainder are merchants of architecture. All of us may be considered as merchants, dealing in the sale of a professional commodity. The minority group is offering an unusual or fantastic piece of merchandise, and the others are selling a staple product that the customer is satisfied

See BLACK—Page 4

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DETROIT DIVISION MEETING
Intercollegiate Alumni Club

FRIDAY, APRIL 19, DINNER AT 6:30 P. M., $1.25

Board of Directors of the State Society will meet at 4 P. M. and join with Division members for dinner. A most interesting speaker has been obtained.

Through Leo Schowalter we are able to announce that Hughes & Hatcher have donated one of their best hats which will be given as a door prize.

At a meeting of the Division Board of Directors held April 4, President Herman announced the appointment of D. Allen Wright as director to succeed Branson V. Gamber, who resigned upon his election to the presidency of the Michigan Society of Architects. George F. Diehl as retiring president remains on the Board.

PROPOSED CHANGES IN THE BY-LAWS OF THE DETROIT DIVISION, MICHIGAN SOCIETY OF ARCHITECTS

To be voted on at regular meeting of the Division at Intercollegiate Alumni Club, Friday, April 19, 1940. Dinner at 6:30 P. M.

I. Change in SECTION 5 to include the retiring President as a member of the Board of Directors:

5 (a) OFFICERS shall be President, Vice-President, Secretary, Executive Secretary, Treasurer, and a Director on the Board of the Michigan Society of Architects.

(b) There shall be a BOARD OF DIRECTORS composed of the officers and the retiring president. These seven Directors shall hold office for one year, except that the retiring president shall serve until succeeded by a following president.

(c) VACANCIES to be filled at the discretion of the President, with the approval of the Board, for the duration of unexpired term.

II. Change in SECTION 6 to withhold installation of new officers until after the state convention. This would allow the Division to be represented at the convention by a president who is familiar with the activities of the Division for the past year.

6 (a) ELECTION OF OFFICERS shall be by secret ballot at the Annual Meeting. There shall be no voting by proxies.

(b) THE INSTALLATION of the new officers shall be at the first regular meeting following the state convention.

(c) ONE NOMINATING COMMITTEE shall be named by the President to prepare the slate for officers. The nominating committee shall propose as many names for each office as it so desires. Other nominations may be made from the floor at the Annual Meeting.

CRANBROOK AND LIFE EXHIBIT

In the belief that cultural development in the United States in the last 25 years has produced an American school of painting, directors of Cranbrook Academy of Art and the editors of Life magazine have announced the Cranbrook-Life Exhibition of Contemporary American Painting, to go on view at Cranbrook May 18 and continue through June 2.

Last week in New York, Clyde H. Burroughs, secretary of the Detroit Institute of Arts, and Zoltan Sepeshy, director of Cranbrook met to select the 60 paintings.

ALLEN CITES TREND IN DESIGN, CONSTRUCTION

This country is on the threshold of the biggest change in housing that the world has ever seen, Roger Allen, Grand Rapids architect and vice president of the Michigan Society of Architects, told the Grand Rapids Lions club in an address March 27.

Allen predicted a "big increase" in housing construction and declared that "the last five years' progress is nothing compared to what we will see in the next five years."

Women Influence Design

The next trend in dwellings, the speaker said, can be forecast by looking at the trend in commercial structures, theaters and industrial buildings. "House building," he explained, "is largely in the hands of women, and women are conservative. They want to see a thing before they put it into a house they are building, so there is a lag of five to 10 years between the invention of new materials—glass brick for instance—and their use in home construction."

Allen termed a house "a machine for living in," and urged prospective builders to consider the use to which each room is to be put before making plans, just as in modern industrial plant design the first plans are not of buildings but of the flow of materials.

Building and design is always stimulated by depression, he said, since improvements are likely to be made when sales are hardest to make.

America Among Leaders

"The future of American architecture and of world architecture are one and the same thing today," he said, "for all that is worthwhile in architecture is being developed in England, the Scandinavian countries and in the United States. The era of dictators is not favorable to good architecture." There are, he said, more Europeans studying architecture in this country than there were Americans studying in Europe before the war put a stop to American travel abroad, reversing the situation of 25 years ago.

—G. R. HERALD

OUR FOREIGN DELEGATE

Dear Tal:-

It flattered me quite a little that my absence from convention was noticed as mentioned in the April 2 issue of the Bulletin.

I extremely regret that I could not be present, but the reason was that at that time I was in South America. I could not stand the winter weather any longer so I went to a warmer climate. I had a great time and thought about you fellows during the convention time and in spirits (take it either way) I was with you. According to all I read about it, it must have been a very successful convention, and I promise that I will be with you next year as your only foreign delegate. With kindest regards.

Sincerely yours,

PETER M. HULSKEN

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DICTATED, BUT HE DOESN'T GIVE A DAM

ED'S NOTE: Ken Black, who has just retired from the office of president of the Michigan Society of Architects, remains on the board, even if his name was omitted from the list of new directors on the mast head of the Bulletin of April 2 (shame on the editor). We think we can read in the following letter a slight relaxation from the strenuous duties of his former office. "From now on," he seems to say, "I'll sit on the side lines and enjoy seeing another wrestle with the problems"—

April 8, 1940

Mr. Roger Allen,
1029 Grand Rapids Nat'l Bank Bldg.,
Grand Rapids, Mich.

Dear Roger:-

Put this on the old MSA stationery because we've got to use it up somehow and neither of these punks will be able to tell if it is old paper anyway. I regret very much that it will not be possible for me to attend the banquet of the make that the building industry no say the Michigan Building Industry Banquet at Detroit Sat no Thursday night period paragraph as if anybody cares.

This feud between you and Ditchy is getting no say assuming and we might even put a hyphen after the ass part monumental proportions and I am staying away just because my mother says that in things like this it is always the innocent by-stander who gets hit and nobody is an innocenter bystander than I am period paragraph.

Of course you know I am on your side in this feud and that even if I wouldn't hurt a flea still Ditchy is a louse which lets him out period back where it says louse put in a distinction with a difference. I don't see how fellows like Ditchy can be so terrible when they have a noble example before them like you period. Write a letter just like that to Clair W. Ditchy, 333 State St., Detroit except put in the name Allen wherever I said Ditchy and sign them both your friend in time of need Ken Black. You just sign my name because I won't be back till morning and it might be a good idea to put on the bottom dictated but not read.

YOUR friend,
KENNETH C. BLACK.

Not dictated or read either.

BLACK—(Continued from Page 1)

to accept. The idea of architects being referred to as merchants is somewhat new, and has significant force, character and distinction, and should be commercialized.

It is generally understood that the successful architect sells to his client the type of style of architecture that is desired. The small radical group referred to as the ten percent class, is employed for the purpose of designing buildings with extreme forms, mass and color. Clients and investors of the conservative class, desiring to follow the national trend of the times, and wishing to have their investments properly protected, are satisfied with the method of procedure followed by the ninety percent group of architects that constitute the rank and file of the profession.

We in the United States, will probably assume the leadership in newer methods and finer developments in the field of design and construction. As time passes on, the modern conceptions of art and architecture should be more beautiful than the architecture of the Classic, Renaissance, Gothic or other periods.

It will be beneficial to the entire profession if Mr. Black will continue to contribute his ideas on the subject of modern architects and architecture. His article was illuminating and constructive, and will be helpful to divert architects into the avenue of progress.

INTRODUCTORY REMARKS

Remarks made by Kenneth C. Black at the opening of the program at the banquet at the close of the 26th annual convention of the Michigan Society of Architects at the Pantlind Hotel, Grand Rapids, Michigan, March 16, 1940

Ladies and Gentlemen:—

In opening this meeting I would like to extend a welcome to our many friends in the building industry who have joined us for this occasion. We are happy to have you with us and we hope you will have a very pleasant evening.

I would also like at this time to publicly express my appreciation, and that of the other members of the Society as well, to the Grand Rapids members for the excellent work they have done in arranging the details of this convention. My reason for thanking them at this time is because it has been a most excellent convention up to now—but when the toastmaster gets hold of the program nobody can tell what will happen to it!

Last year, when our annual banquet was held in Detroit, it was my privilege to introduce the toastmaster—as it is my privilege again here tonight. Last year, with the convention in Detroit, the toastmaster was a fellow from Grand Rapids by the name of Allen. This year, with the convention in Grand Rapids, the toastmaster is some fellow from Detroit by the name of Ditchy. I don't know how this strikes you, but to me it looks suspiciously like one of these "Mutual Assistance Pacts" we have been reading so much about in the papers lately.

People are beginning to suspect that neither of these gentlemen dare appear in his own home town. As a matter of fact there used to be a feud between them over the question as to which was the better toastmaster. But the feud died out due to a lack of co-operation on the part of Mr. Allen. Because while Ditchy insisted that Allen was the best, Allen insisted that Allen was too!

But Ditchy is making progress. He practices every chance he gets. And tonight Allen is apparently being very big hearted about the whole thing and is letting Ditchy practice in Allen's own back yard. I said he was "apparently" being big hearted, but actually I doubt very much if he really is because last night he told some of us in confidence, "When Ditchy grows up and his voice changes he will have to start all over again anyway—so let him practice!"

You will have to be the judges in this argument, and I would like to be serious long enough to say, for the information of those in the audience who may not be familiar with Mr. Ditchy's accomplishments in the profession, that he is at the present time the Director of the Great Lakes Region of the American Institute of Architects. He is a past president of the Michigan Society of Architects, and a past-master as a toastmaster. Mr. Ditchy.

Jack Thornton, Society Treasurer and chairman of the Membership Committee, announces that dues in the State Society are being paid in an encouraging way. He urges that those who have not already done so, send their dues of $3.00 for membership to March 1, 1941 at an early date in order that we may maintain the gains which we have made in former years.

CREDITING THE ARCHITECT

A recently published book entitled "Public Buildings - A Survey of Architecture under the Public Works Administration," authorized by Mr. John M. Carmody, Administrator, contains hundreds of photographs and plans but does not mention the name of a single architect.

Pencil Points Magazine called attention to this book in their February and March issues and published answers to letters written by them to Mr. Carmody and Mr. W. C. Short, Chairman of Com. on Architectural Surveys of P.W.A., under whom book was published.

At the March meeting of the Pittsburgh Chapter this matter was discussed and a resolution was passed directing the secretary to write a letter of protest to Mr. Carmody and send a copy to each Chapter of the Institute, the Octagon and Pencil Points Magazine.

Herewith is a copy of this letter:

Dear Mr. Carmody:

Your recently published book, "Public Buildings," a joint product of the Federal Works Agency and Government Printing Office is in the hands of several members of the Pittsburgh Chapter, American Institute of Architects, and it has received many favorable comments. The Government's recognition of the Architect under the P.W.A. program has been most gratifying. That the architect has justified this trust could be demonstrated in no better way than in the perusal of this book.

It was therefore incomprehensible to the Chapter membership, after discussion in a regular meeting, why the architect was denied the satisfaction of receiving at least the recognition of authorship. This letter of protest is written in accordance with action taken at this meeting.

The creation of these structures, their intricate planning, involved structural and mechanical problems as well as the artistic and fitting expression of their design, could not have been possible without the instrumentality of the architect. By the same token, the book itself would not have been possible without the architect.

The defense that the inclusion of the architects' names would have required the inclusion, also, not only of the general contractor, but all subcontractors, etc., is not substantiated by custom.

The architect has always been recognized as the creator of architecture and receives first recognition. The architect is the first to acknowledge his indebtedness to the contractor, but the architect is, after all, the responsible directional influence from beginning to end.

It is unfortunate that this great and exemplary work of cooperation between the government and the private architect should lack this fundamental recognition of the architect's contribution.

It is obviously too late to correct the omission, but it does seem vitally important to see that it does not occur again, particularly in a publication produced by a governmental agency of Public work.

Respectfully yours,
Allan H. Neal, A.I.A. Secretary

To A. I. A. Members

DETROIT CHAPTER, APRIL MEETING

Intercollegiate Alumni Club

Tuesday, April 16, Dinner at 6:30 p. m., $1.25

BOARD OF DIRECTORS MEET AT 4:00 P. M.

At this meeting delegates to the Institute's Seventy-second Annual Convention in Louisville, May 19th-25th, will be elected.

Clair W. Ditchy, Regional Director, will lead a discussion of matters which are to come before the Convention.

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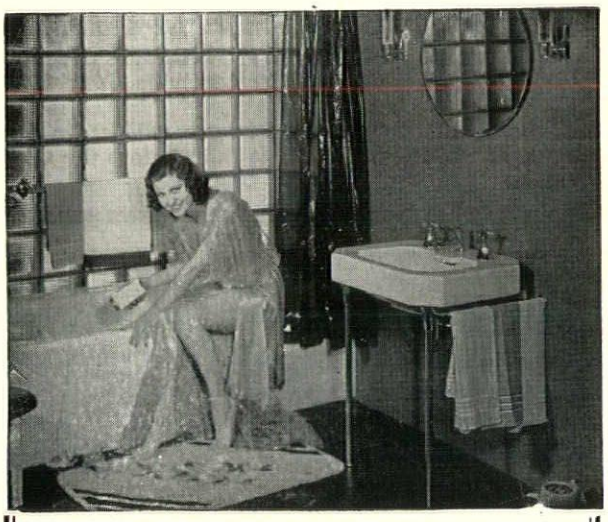

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AGREE, CHAS. N., Book Tower, Detroit.
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1,500-seat Theatre, Dearborn, Mich., Superstructure bids ready about April 15.
Prep. plans for Add. Federal Dept. Stores, Mich. Ave., Dearborn, Mich.
Plans for one story store bldg. Houston Ave.

BENNETT & STRAIGHT, 13526 Mich. Ave.
Bar & Store Bldg., Dearborn—Contracts let soon.

BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit
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DIEHL, GEO. F., 120 Madison Ave.
Contracts on Res. for Dr. Harold M. Johnson, Cecil Ave., let to Gottsman Matthes Co.

GABLER, C. L. T., 616 Murphy Bldg., Detroit, Mich.
Medical clinic, 70x30, Northeast section. Bids due Ap. 22.
Prep. plans, Res., 2-sty. & Bmt., attached garage, 30-70 brick veneer, Birmingham.
Res., 2-sty. & Bmt. attached garage, 30x35 frame. Port Huron. Bids due Ap. 22.
Prep. plans for Res. 30'x40' Huntington Woods.

GIFFELS & VALLET, Engineers.
Fig. on air conditioning, Kline's Store, closed.

HABERMAS, CARL, 415 Brainard
Prep. sketches for Community Bldg., 75x150 North Woodward.
Sketches for brick veneer Res. 60x40', G. P. Pk.
Prep. plans for Res. 45x30, G. P. Pk.; also Res. 50x40', Huntington Woods; Res. 60x30' Lochmoor Blvd.

HYDE & WILLIAMS, 3105 E. Gd. Blvd.
2-sty., fireproof store bldg., 80x165', S. W. cor. Woodward & Gd. Blvd., Bids due Ap. 19.

O'DELL, H. AUGUSTUS, 904 Marquette Bldg., Detroit.
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KEYES, HUGH T., 748 Free Press Bldg.
Alt. to Res. for Emory L. Ford.
Alt. to L. P. Sappington Res., Romeo. Bids due Apr. 8

LYNDON & SMITH, 500 Murphy Bldg.
Prep. drgs. for Auburn Heights School, Pontiac, Mich.

MALCOLMSON, CALDER & HAMMOND, etc.
Sealed proposals for kitchen equipment, refrigerators, refrigeration. Western State Teachers College, Kalamazoo, Mich. Bids closed.

STAHL, JNO, 820 Francis Palms Bldg.
Fig. on Sales Rm., 80x55.—Closed.

SORENSEN, N. CHESTER, 2201 Industrial Bank Bldg.
Prep. plans for Peace Lutheran Church, Balfour & Warren Aves.

TILDS, PAUL, 2539 Woodward Avenue.
Plans for store 40x65' owner witheld.
Taking fig. by invitation, store 40 x 100' McNichols Rd. Also fig. on Res. Brighton Township.

WEST, ROBERT J., 512 United Artists Bldg., Detroit.
Prep. plans Holy Cross Church, ready April 20.
Tak. figs. 48 apt. bldg. Merrill Palmer Sub.
Tak. fig. warehouse, Schaefer Rd., Dearborn.
Prep. plans for 40 apt. bldg., Jefferson & Harding Aves., ready about May 1.

WRIGHT & ROGVOY, 929 Fox Bldg.
Plans for Melvindale Theatre & Stores ready for fig. about April 15.
New Store Front, Kinsel's, Michigan & Griswold.
Res. for Mr. & Mrs. Levy. Dundee Ave.
Remodeling Parker's Res., 2nd Blvd., taking fig.
Sam Gordon Bar & Restaurant, Mt. Clemens, taking figures.

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WEEKLY BULLETIN

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HUMAN . . . ALL TOO HUMAN

CHAPTER III

BY WIRT C. ROWLAND

Some time last year before the untimely death of my friend, Herbert Wenzell, he and I agreed to start a series of articles discussing current architecture. Strangely though, his last article appeared in the Bulletin, the Monday after his death. Since then, it had not seemed to me that I could resume my comments, not only on the account that Fate had carried him beyond the reach of our long and active association and friendship, but also, in that last article that he had expressed so conclusively, a rational and reasonable attitude toward contemporary architecture and completely in conformance with his own work and his high talent.

Our association and friendship had extended from the earliest of our forty years here in architectural work in Detroit and continued throughout his absence in school at Philadelphia as well as during his employment in offices of well known architects in New York City. Accordingly, we both had gone through the various processes of architectural design - the vagaries of chance etc. - of which the younger men are at present hardly aware.

Rowland

This experience did not preclude with him an open mind, the recognized new influences at work but he always assayed them by the standard as set by his comprehensive knowledge of architectural practice and experience in design. This is something to say. For that practice of older forms of tradition, as required during the period of the earlier 1900's, no matter how considered as eclectic and dead or antiquated, at least engendered a respect for its skill of conception and craftsmanship. Such a respect certainly cannot be achieved so completely by a mere study of history.

Considering this I seem so astounded in discussing with younger men - some just out of school - certain tradition which has gone into and has become a part of the world's greatest culture - that they apparently have no grasp of that greatness - not much comprehension of how it worked.

They may know some of the facts, and, of course, good students generally know the dates (by rote). So few know the reasons - almost none of them comprehend any inspiration and enthusiasm and are blank before the Greek and Gothic, alike.

Whether this lack of understanding with a younger generation extends into other phases of profound culture such as painting and sculpture, so much at times parts of architecture, itself, - and literature and music - is often times a question. If so that it does not that generation lacks so much the food of inspiration on which to feed and indeed they must be themselves, starved into a narrowness, incomprehensible at a time when evidence of that kind may be so easily procured. The unawareness is appalling!

I suppose - I realize that the modern student achieves a direction given him by various schools of contemporary thought - sociological theories - sophistry of certain philosophies purporting to deal with the human being but with methods hardly human. As an instance they ask "Why build churches when there is no logical place in contemporary life for them?"

All this because they fail to see the spiritual as that sphere isolated and above the closely temporal - that the tenets of the Christian religion are **symbols.** By the same sign the modern era has lost the imagery of symbolism except that which would be desired to seem as the functionalism of certain building forms.

Unfortunate it is, in spite of the actively critical attitude of the average student, he passes gaily on, being taught to **think** that he is **thinking** for himself, whereas he is in reality gobbling up the theories of some school with that voraciousness only found in the appetite of youth for something new - and strange!

Then, as has been the case since the world began, the pupils of one school establish a great antagonism against others, point out their fundamental defects and assume a superior attitude toward all else—repeat glibly from their teacher's breviary their catech-

See ROWLAND—Page 4

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HOW DO YOU FEEL ABOUT ZONING RESTRICTIONS?

An editorial from the St. Johns Rep. News, April 4, 1940

One day recently Kenneth Black, former president of the Michigan Society of Architects, spoke in St. Johns. His subject was "Zoning." What do you know about zoning? We confess that we never gave the subject any study and little thought. After hearing Mr. Black, we, along with forty or fifty other men, came to realize it might be a very live subject for all of Clinton county.

Black

Does that sound strange to you? Listen!

According to Mr. Black some of the townships in Ingham county, adjacent to the City of Lansing, have adopted or soon will adopt zoning measures. Because the city has placed restrictions on building — has placed a ban on erection of tar-paper shacks and the like — some of these nearby townships have found themselves the dumping ground for a type of citizen, or property owner, which the city has driven out. The townships in turn are placing restrictions on this kind of building.

"The southern row of townships in Clinton county will soon be the only place for these people to go," Mr. Black suggested. He added that this should be a matter of concern to the Board of Supervisors of Clinton county. We are inclined to believe he is right. We would suggest that the incoming board delegate some of its members to give this matter some study.

The thought comes to us, as it must to you, that these people have to live somewhere. Some of them can afford nothing better than a tar paper shack. If a city and the surrounding territory ban that type of construction, what will they do?

We are not sure of the answer. It remains that the tar paper shack dwellers are most frequently the welfare relief clients. Shall Clinton county sit still and let its Southern townships become the mecca for hundreds more such families in the future?

There is such a thing as a decent minimum requirement for living quarters. Many times it is not only the undesirable appearance and fire hazards of such flimsy construction, but the lack of healthful protection and unsanitary features of such neighborhoods that becomes the problem. Along with the economic features, there is the matter of public health.

We believe this matter deserves the attention of our county and particularly the township boards of the southern townships.

Dear Mr. Hughes:

I want to thank you very much indeed for sending me the Weekly Bulletin of the Michigan Society of Architects, and I want to apologize for having delayed this long in writing you. I believe your bulletin is of great value to all concerned. I regret that I have not been able to go through every issue as carefully as I would like to do and have a number of articles marked for more reading.

Again may I say how much I appreciate your sending this to me and that I would like to compliment you on the valuable work you are doing.

Yours sincerely,
HOWARD RAFTERY,
Frazier & Raftery,
Architects, Chicago.

SAGINAW DEDICATES NEW SCHOOL BUILDING

The new $1,250,000 Arthur Hill high school in Saginaw was given its dedication exercises in the new school's auditorium on April 10.

The magnificent new building designed by Frantz & Spence, architects, was presented to the city by Robert B. Frantz and accepted by Harry P. Baker, vice-president of the Board of Education.

Frantz

Spence

Dr. Barclay Acheson, associate editor of The Readers' Digest, was the principal speaker at the ceremonies.

Chester F. Miller, Superintendent of Schools acted as chairman during the evening exercises while D. W. Kennicott, regional director of the PWA represented the federal government and Dr. Eugene B. Elliott, Superintendent of Public Instruction in Michigan, represented the state.

ARCHITECTS ELECT DELEGATES

At a meeting of the Detroit Chapter of The American Institute of Architects held at the Intercollegiate Alumni Club, Tuesday evening, April 16th, Marcus R. Burrowes, Alvin E. Harley, C. William Palmer, and Emil Lorch were elected delegates to represent the Chapter at the Institute's Seventy-second annual convention to be held in Louisville, May 21st to 25th.

Wells I. Bennett and Milton J. Pettibone were elected as alternates.

Arthur K. Hyde, Chapter president, and Talmage C. Hughes, secretary, will attend as delegates, ex officio.

Clair W. Ditchy, Detroit Chapter member and Regional Director of the Great Lakes District, outlined proposals which are to be presented to the convention and members were enabled to instruct their delegates on matters vitally effecting the profession.

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ROWLAND—(Continued from Page 1)

ism of modernism. It reminds me of a certain family, the habitual elevation of whose noses implied that they knew something higher and holier than other people.

There used to be a practice among certain naughty boys of putting two or three cats together in a bag to hear them spit and yowl. It would be disrespectful for one to suggest such a comparison. However, there is a notable lack of humor in people who take themselves so seriously - a tenderness of skin which makes them recoil at any witticism offered on the sacred subject of modernism, or a certain obutseness and lack of breadth which preempts all possibilities of their seeing in but one direction.

We have provided them many jokes in the way of tradition! Even Uncle Dudley, (from Boston) would recognize that - considering many of the high shouldered examples of contemporary buildings found in that City which really belie some of the best hospitality found in this country.

One must always be able to laugh (even a dog does that) and I cannot help but smile when I ask some of the modernists why they do this or that, when I find, in spite of all - the severely logical arrangement, not a jot or title shown but from necessity, functionalism at its best (or worst) - that here or there, something may be allowed to peep forth to partially intrigue the eye - something "arranged" which stepped aside from the narrow path of virtue and tried to become human.

All theories seem to be built up of half truths. It is then that we may find in each school that which may be good but not **all** good. I still believe that architecture is really above any sociological mission — that it is too big to follow communism, aristocracy, or democracy, even though these may leave indelible marks on it - in some cases their stigma.

I know of one former student whose history teacher awed him with the bigness and inclusiveness of architecture. A friend of mine once said to me, (as I was gaily designing an office building) that a building (in purpose) is bigger than the man who is designing it - that, to force upon it features of his own preconception which did not naturally **grow** out of it - was a false operation and could not live as a vital piece of work.

I see in much of the work of the past certain of the same principles so loudly vaunted as new. In many ways I have felt that, if a man should know those principles and could work freely among them, his work would be fresh and still be human - that he could work humbly without assuming that he had a mission for a revolution - that he could still laugh himself out of any self-seriousness.

It is possible to conceive that architecture has been what it has almost **beyond** just the efforts and ideas of puny man - that he builded better than he knew, even though he did work with devotion and a sincere and honest craft. It was in vivid contrast to the self-conscious attitude and sophisticated knowledge which prevents us now from doing good things by **instinct**. Or - has the instinct become submerged by the scientific impedimenta of the modern era?

It is very well to boast that we have our feet on the ground (they may be feet of clay) but if we cannot also have our heads in the clouds - if we cannot see that vision of architecture which transends the pettiness and struggle of our small problems, we have no spiritual recompense for our failures and - we have not half lived our life.

You may, therefore, accuse me of being incurably romantic. I cannot stand in the presence of a Gothic cathedral of the middle ages - I cannot even view a picture of the same without being transfixed by a consciousness of certain inevitable forces which brought it into being - that fabric of stone and glass which was wrought **through** men to the glory of God—and **beyond** architecture.

BULLETIN OF THE PRODUCERS' COUNCIL

Contents of Bulletin No. 34 — March, 1940

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Piping Data and Check list for Specification of Plumbing System presented in response to requests from many architects for reliable data on piping installations. This presentation is limited to supply lines. Waste lines and other subjects will be treated in succeeding issues of the Bulletin.

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A New Curtis Kitchen Planning Service for Architects is offered. It is composed of a card board kitchen plan and cut-outs perfectly reproducing all Curtis cabinets and most kitchen accessories to a one inch scale. The prospect can see exactly how the kitchen will appear before spending a cent.

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A New G-E Sales Policy regarding **Central Plant Air Conditioning and Industrial Refrigeration Equipment** in sizes of five horsepower and over. Under this new plan G. E. has discontinued selling this equipment through exclusive channels of distribution and has withdrawn all special services which compete with the work of engineers, architects and contractors.

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Masonite Presdwood Products for Interior and Exterior finish, as well as Masonite Presdwood Temprtile, Masonite Quarterboard and Masonite DeLuxe Quarterboard are fully covered with main illustrations in an 8 page presentation.

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Natco Speed-A-Backer Tile for Backing Brick Walls. Among its many advantages listed is that of lower handling and laying costs - economy in amount of mortar used, and handle which makes for quicker laying.

RICHMOND SCREW ANCHOR CO.

Richmond Tyframes for Riser Forms and Seat Anchorages in Stadiums and Balconies, with numerous references to existing installations.

THE STANLEY WORKS

Announces a Heavy Duty 2½" Wheel Dillon Jam-Proof Sash Pulley.

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Announcement of Advisory Services Available to the Architect and Engineer including a list of various Institute publications.

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"I cannot stand in the presence of a Gothic Cathedral of the middle ages—I cannot even view a picture of the same without being transfixed by a consciousness of certain inevitable forces which brought it into being—that fabric of stone and glass which was wrought **through** men to the glory of God—and **beyond** architecture!"—WIRT C. ROWLAND.

DR. BARCLAY ACHESON, SPEAKER, AT FOURTH BUILDING INDUSTRY BANQUET

Using ballots intead of bullets the United States has gone "a long way through the greatest revolution in human history", Dr. Barclay Acheson, Associate Editor of Readers' Digest, told members of the Building Industry at their Fourth Annual Banquet in Hotel Statler, Thursday evening, April 11th.

Paul R. Marshall, representing the Producers' Council Club of Michigan, who together with the Michigan Society of Architects and the Builders' & Traders' Exchange, sponsored the meeting, called upon Clair W. Ditchy to introduce the toastmaster, Roger Allen of Grand Rapids.

Ditchy in a brief but spicy talk turned the meeting over to Allen, who was in his usual good form. Allen introduced those at the speakers' table including: Harrison Clippert, Vice-president Builders' & Traders' Exchange; Joseph P. Wolff, Commissioner of Buildings & Safety Engineering; Herbert L. Russell, City Planner; C. C. Cadwallader, Electrical Contractors Association; A. N. Languis, Director of State Building & Construction; Andrew Morison, Chairman of State Board of Registration for Architects & Engineers; A. C. Peterson, Vice-president of Detroit Builders' Association; Wells I. Bennett, Dean of College of Architecture, U. of M.; Col. George B. Walbridge, President's Cabinet of the Associated General Contractors; Branson Gamber, President of the Michigan Society of Architects; Barclay Acheson, Associate Editor of Readers' Digest; Harry F. Kelly, Secretary of State; Clair Ditchy, Director of the Great Lakes District, A.I.A.; V. B. Steinbaugh, President of the Michigan Engineering Society; Arthur K. Hyde, President of Detroit Chapter A.I.A.; Donald D. James, President of Detroit Real Estate Board; Raymond Foley, State Director Federal Housing Administration; Harlow A. Amsbary, President Carpenter Contractors' Association; Aloys Frank Herman, President, Detroit Division, Michigan Society of Architects; Paul R. Marshall, Chairman, Building Industry Banquet Committee; Paul Sutherland, Detroit Retail Lumber Dealers' Association; and Arnold Malow, General Builders.

Dr. Acheson was former director of overseas work for the Near East Relief and has lived for many years in Asia Minor. Previous to the World War, he was appointed to the Faculty of the American University in Beirut, Syria and after the war's close he cooperated with the Refugee Settlement Commission of the League of Nations, in his capacity as Director General of Near East Relief, an American organization that did so much charitable work throughout the east.

Speaking of the problem of success he said, "We now have problems, it is true, but they are not the problems of failure — they are the problems of success. The world is making rapid progress in both industry and in social justice and public morality. Our problem is to adjust ourselves to the greatest period of progress the world has ever seen."

Hitting at totalitarian government, Acheson emphasized it is the democracies that will find the solution to the world's present ills.

"A social order that releases the creative genius of 130,000,000 persons is a social order that will storm the heights," he said. "A social order such as that of the totalitarian states which depends upon a clique of alleged supermen will soon wither and die.

REFORM FROM MASSES

"No government or no institution can be reformed from the top. All the great reforms and all the great reformers have come from the masses.

"If you don't like the way things are going in this country do something about it yourself. Look in the mirror for some one to fix whatever you think is wrong. Don't write your congressman expecting that he or a lot of other congressmen are going to be able to pass an act creating a Eutopia. Fix it yourself.

"There are still frontiers in this country, but they are not the frontiers of the rolling plains and the covered wagon. They are the frontiers of social reform, and it is the job of the present-day pioneers to conquer the social and economic problems of this country and the rest of the world."

TON OF WATER FOR PRICE OF POSTAGE STAMP IS MODERN MIRACLE IN UNITED STATES

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Eighty million people obtain their household water supply from more than 12,000 public water supply systems. Approximately 37,000,000 people are provided with filtered and chlorinated water and another 26,000,000 are provided with partially purified water.

Sewage facilities have been provided for approximately 72,000,000 people in the United States.

The bathtub follows the water main. With water available so cheaply, Americans have 21,600,000 of the world's 24,000,000 bathtubs. Thanks to water mains and sewage systems, Americans have more plumbing and better plumbing than the rest of the world. In addition to the convenience and sanitation of modern plumbing, water systems also provide protection from fire and serve America's newest and fastest-growing industry, air conditioning. Billions of tons of water are used annually for direct or indirect air cooling.

For the benefit of the mathematically- minded perhaps it should be explained that the estimate of a ton of water for the price of a postage stamp is based on the Chicago water rate of 51 cents for 1,000 cubic feet.

L. B. Jameson and S. J. Stachowiak, Hamtramck architects, have completed preliminary plans for a low-cost housing project, consisting of 300 dwelling units, for the City of Hamtramck. The U. S. Housing Authority has allocated $1,263,000 for the project.

The project to be built at Dequindre and Carpenter Avenues has been approved by President Roosevelt.

Mrs. Blanche Cronin and other housing commission members have worked on the application with Congressman Rudolph Tenerowicz for many months.

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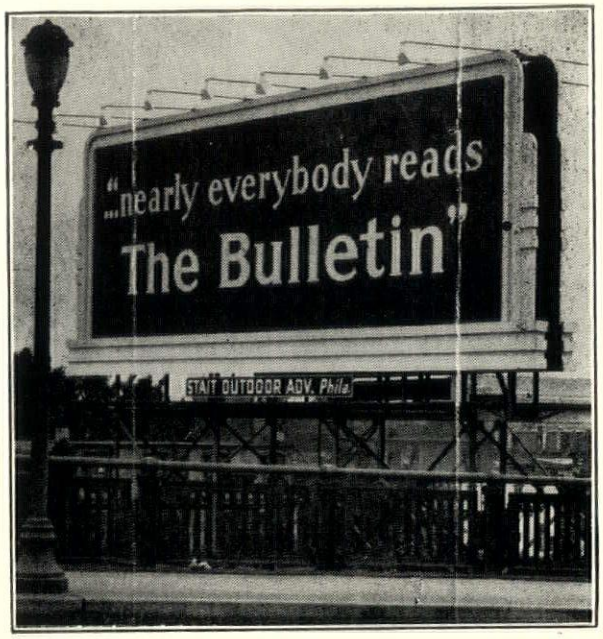

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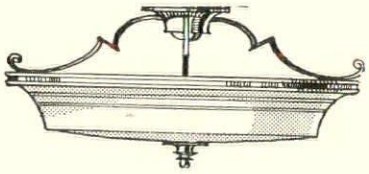
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$7000	$105
$9000	$135

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ARCHITECTS' REPORTS

AGREE, CHAS. N., Book Tower, Detroit.
2,500-seat Theatre & Com. Bldg., consisting of 9 stores—7 Mile & Myers. Royal Theatre. Structural steel let to Whitehead & Kales and foundation to Geo. W. Auch Co. Bids for structural wk - May 15.
1,500-seat Theatre, Dearborn, Mich., Superstructure bids ready about April 15.
Prep. plans for Add. Federal Dept. Stores, Mich. Ave., Dearborn, Mich.
Plans for one story store bldg. Houston Ave.
Bids closed to Rest Rms., Peoples' Outfit. Co. Warehse.
Con. on Chimpanzee Hse - Belle Isle - (Donation Cunningham Drugs) - let to Silberstein Cons. Co. Fence Cyclone Co.

BAUER, LEO. M., 534 Free Press Bldg.
Bids due Ap. 28—Log Cabin for K. McRae—Sabin Lake, Mich.

BENNETT & STRAIGHT, 13526 Mich. Ave.
Bar & Store Bldg., Dearborn—Contracts let soon.
Plans for Bleacher—Ecorse High School ready about May 1.
Plans for 1000 seat Theatre, 20 B. Alley & Bar—E. Warren & Dickerson ready about May 8.

BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit
Alter. 5,000 block Mich. Ave., 72'x200', 2-sty contracts let soon.
Remodeling on Bldg., Adams Ave. Taking fig.
Plans for Store Bldg. 50'x65 Royal Oak, Mich., ready May 1.
Add. to factory bldg., Kelsey Mich., ready May 1.
Grading Parking Lot - Brown McLaren Co. - let to Kreighoff Co.

DeROSIERS, ARTHUR, 1078 Macabees Bldg.
Prep. plans for Add. to School—Our Lady Queen of Heaven—Rayatt & Van Dyke.

GABLER, C. L. T., 616 Murphy Bldg., Detroit, Mich.
Medical clinic, 70x30, Northeast section. Bids due Ap. 22.
Prep. plans, Res., 2-sty. & Bmt., attached garage, 30-70 brick veneer, Birmingham.
Res., 2-sty. & Bmt. attached garage, 30x35 frame. Port Huron. Bids due Ap. 22.
Prep. plans for Res. 30'x40' Huntington Woods.

GIFFELS & VALLET, Engineers.
Fig. on air conditioning, Kline's Store, closed.
Con. let on Bridge - Lincoln Motor Co. to Ralph Dailey.

HABERMAS, CARL, 415 Brainard
Prep. sketches for Community Bldg., 75x150 North Woodward.
Sketches for brick veneer Res. 60x40', G. P. Pk.
Prep. plans for Res. 45x30, G. P. Pk.; also Res. 50x40', Huntington Woods; Res. 60x30' Lochmoor Blvd.

HYDE & WILLIAMS, 3105 E. Gd. Blvd.
2-sty., fireproof store bldg., 80x165', S. W. cor. Woodward & Gd. Blvd., Bids due Ap. 19.

O'DELL, H. AUGUSTUS, 904 Marquette Bldg., Detroit.
Tak. bids for swim. pool, Salvation Army, Lakeville, Mich. To have sand beach cleansed by mech. tide; mech. equip. and bath house. Invitation only.

JAMESON, LAWRENCE B., 8580 Jos. Campau
Plans for Garage, 100' x 175' one story. Offices in front.
Prep. drgs. for Home for Dodge Local No. 73-UAW-CIO., Jos. Campau, Benson & Ellis. 2-story & basement brick & stone trim.

KEYES, HUGH T., 748 Free Press Bldg.
Alt. to Res. for Emory L. Ford. Taking fig about Ap. 26.
Alt. to L. P. Sappington Res., Romeo. Bids closed.

LYNDON & SMITH, 500 Murphy Bldg.
Prep. drgs. for Auburn Heights School, Pontiac, Mich.

MALCOLMSON, CALDER & HAMMOND, etc.
Prep. sketches for add. to Dexter Baptist Church.
Sealed proposals for kitchen equipment, refrigerators, refrigeration. Western State Teachers College, Kalamazoo, Mich. Refiguring.

POLLMAR, ROPES & LUNDY, 2539 Woodward
Con. on Sanders Factory, 100 Oakman Blvd. let to Bryant & Detwiler.

STAHL, JNO, 820 Francis Palms Bldg.
Fig. on Sales Rm., 80x55.—Closed.
Plans for frame Tabernacle, Marquette, Mich.
Add. to Baptist Church—Hastings St.—ready about May 1.

SORENSEN, N. CHESTER, 2201 Industrial Bank Bldg.
Prep. plans for Peace Lutheran Church, Balfour & Warren Aves.

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TILDS, PAUL, 2539 Woodward Avenue.
Plans for store 40x65' owner witheld.
Taking fig. by invitation, store 40 x 100' McNichols Rd. Also fig. on Res. Brighton Township.
WEST, ROBERT J., 512 United Artists Bldg., Detroit.
Prep. plans Holy Cross Church, ready April 20.
Tak. figs. 48 apt. bldg. Merrill Palmer Sub.
Tak. fig. warehouse, Schaefer Rd., Dearborn.
Prep. plans for 40 apt. bldg., Jefferson & Harding Aves., ready about May 1.
WRIGHT & ROGVOY, 929 Fox Bldg.
Plans for Melvindale Theatre & Stores ready for fig. about June 1.
New Store Front, Kinsel's, Michigan & Griswold. under consideration.
Res. for Mr. & Mrs. Levy. Dundee Ave.
Remodeling Parker's Res., 2nd Blvd., con. let.
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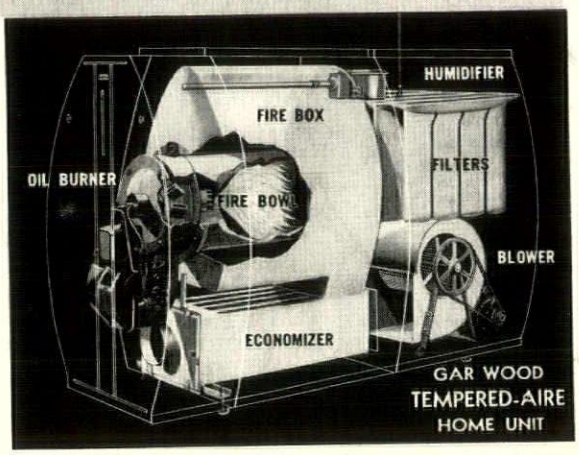

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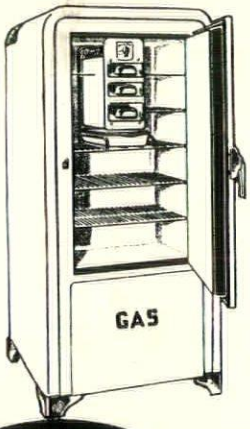

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WEEKLY BULLETIN

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Volume 14 — DETROIT, MICHIGAN, APRIL 30, 1940 — No. 18

WHAT IS THE MICHIGAN SOCIETY OF ARCHITECTS DOING?

In answer to this question the President of the Michigan Society of Architects is issuing a series of statements informing the membership of the scope of activities of the Society throughout the state, and also in conjunction with The American Institute of Architects.

LEGISLATION

One of the most important activities of this or any architectural society is the close guardianship of legislation affecting the architectural profession or the building industry, with which the profession is so closely linked by ties of mutual interest. Whether such legislation be local, state or national, it is a matter of concern to our profession to insure that only laws shall be enacted, which are beneficial to the public, which safeguard the interests of the profession, and which strengthen its relationship to the building industry.

Existing laws of the character above must be studied to determine if they are actually fulfilling the purposes for which they were created, to know if they are being enforced properly, and to suggest improvements by further amendment, if such procedure is found necessary.

Of equal importance is the duty of keeping informed of proposed legislation which may affect the architectural profession; that through such awareness we will be in a position to sponsor such legislation if it is known to be beneficial, and to oppose it, if it is found to be inimical to the interests of the profession.

In addition, there may be the necessity, from time to time, to foster legislation which is required to protect and to expand the practice of architecture. Such work is the duty of those entrusted with the guardianship of legislation.

A program of activity and a policy directed toward such accomplishments can be determined and pursued by the Society, but the actual work of attaining such objectives can only be done by the unselfish and persevering effort of a committee created for that purpose.

Much good work in this line of endeavor has been done in the past, but considerable work remains to be done. The Michigan Society of Architects is particularly fortunate in that its composition of seven local divisions in the state makes it possible to tie in all local and state activities as they relate to legislation, as well as the other interests of the profession.

The Legislative Committee of the Michigan Society of Architects is being formed. If you, as a Society member, wish to take part in "**building up the profession**" here is an opportunity for you. The committee will be a large one, as it must represent each Division as well as the State Society, therefore you need not hesitate to apply. The mechanics of operation will be very simple. Your particular talent in this field will be a definite contribution to the Society and your profession.

Branson V. Gamber

ANNOUNCEMENT

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DETROIT DIVISION MEETING

On Friday evening, April 19th, members of the Detroit Division, Michigan Society of Architects, met for dinner at the Intercollegiate Alumni Club. Those present were Messrs. Herman, Gabler, Cuthbert, Thulin, Meyer, Perry, Radford, Ellwood, Pine, Baumann, Feliciano, Trout, Thornton, Schowalter, Caldwell, I. M. Lewis, Jameson, Conklin, Larkin, Pickell, Kavieff, Blakeslee, Hughes, Cole, Van Reyendam, Ditchy, Eisen, Palmer, Frank Wright, Gamber, Harley, Kuni, Bauer, Diehl, and Bielawski.

The dinner followed a meeting of the State Board at which the following directors were present: Gamber, Gabler, Cuthbert, Palmer, Mead, Dow, D. A. Wright, Lorch, Black, Ditchy, Harley, Spence, Langius, Thornton, Allen, and Hughes.

President Herman presided for the first time since his election and used the new gavel most effectively.

Branson V. Gamber was called upon to explain the Architect's Cooperative Service Bureau, a new plan bar in a downtown spot which is about to have its formal opening. He took the opportunity to pay tribute to the new president, whom he said along with the other officers would do a good job. Gamber also spoke of the proposed zoning ordinance and the work of his committee in studying its provisions.

Proposed changes to Division By-laws, as previously published in the Weekly Bulletin, were approved as well as proposed changes to the State Society By-laws effecting the boundaries of local divisions.

Through the courtesy of Lee Schowalter, members were privileged to draw lots for a fine hat donated by Hughes & Hatcher. The hat was won by Architect Feliciano.

President Herman announced that the speaker scheduled for the evening was unable to attend, so he arranged instead an impromptu debate on the subject "Resolved that Conventionalism in Architecture is Dead, Defunked, Ausgespielt!" He named Clair W. Ditchy as judge and added to his titles that of "Doctor of Philosophy."

The first "Modernist" called upon was Architect Harley, who took a drink of water and made all the motions commonly used by spellbinders. He objected, however, to being the first speaker, since he said that conventionalism had to come before modernism, whereupon he matched with Architect Palmer and lost.

Al made some good points and as usual kept his audience laughing.

Traditionalist Palmer began by covering his streamline pipe and attacking modernism as being something with a window running around the corner, which he said was probably introduced in order to see prosperity.

Modernist Eisen said he was glad to be on that side along with Raymond Hood and other noted architects, stating that Albert Kahn did not at first believe modern architecture was here to stay. At present, he said, Kahn is doing some of the best.

President Herman asked the audience to hold their applause for the final blow to traditionalism which was to be delivered by Architect Frank Wright. Wright lived up to his namesake in putting on a good show.

George Diehl offered a rebuttal by saying that he didn't believe there was such a thing as modernism, since it was only an adaptation of the traditional. The traditional, he said, was certainly functional.

Gordon Pickell was given only a minute, but he made use of it.

When the chairman called upon Leo Bauer, he got a quick and decisive reply. One always does with Leo. The man may have his faults, but no one ever accuses him of beating around the conversational bush. Leo pointed out that to have modern he must first have traditional and he wondered what effect the streamline train had upon modern architecture. He stated that some years ago Saarinen and Hood gave impetus to the movement but that the stream line train with its speed and color had exerted a tremendous influence, which was very Middle West.

Lyle Cole believes in modernism, but he stated that we should not lose sight of the traditional, lest we arrive back at cheese boxes and queer looking structures.

Judge Ditchy was then called upon for his verdict. Ditchy, himself is unique, it was pointed out, because he just had an argument with a client over money. It seems that Ditchy wanted to be paid. He looked at a disadvantage without his robe but he did the best he could under the circumstances to impress those in the courtroom with the seriousness of his findings. Regarding modernism he said, in his best judicial language, "We have not yet heard the last of it (I am afraid)". He related an incident about one of his lady clients who was quite modern and yet she brought back from Europe an idea for a call bell and insisted that he arrange a cord to pull which would operate a push button near the ceiling.

From what we could gather, the judge must have ruled that it was a draw and that "Much can be said on either side."

STANTON NOMINATED AS DIRECTOR OF E. S. D.

Henry F. Stanton, past president, Detroit Chapter, The American Institute of Architects, has been nominated as a candidate for director on the board of the Engineering Society of Detroit. Other nominations are as follows: E. C. Balch, Chief Engineer, Michigan Bell Telephone Company; T. A. Boyd, Head of Fuel Department, General Motors Research Laboratories Division; Glenn Coley, Metallurgist, The Detroit Edison Company; James F. MacIntire, Vice-president, United States Radiator Corp.; Clyde R. Paton, Chief Engineer, Packard Motor Car Co.

The Nominating Committe consisting of R. K. Millward, chairman; L. L. Beltz; H. P. Doud; T. C. Hughes; H. C. Mougey; F. R. Riddle; and H. T. Woolson, met March 26th and nominated the six candidates. Three are to be elected to serve the three year term beginning July 1, 1940.

Clair W. Ditchy, Detroit Chapter member and Regional Director of the Institute, will continue to serve on the board until June 30, 1940.

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BUSHNELL CONGREGATIONAL CHURCH

Aloys Frank Herman, Howard Thos. Simons, Architects

By A. F. H.

To the architects, who choose to be inspired by the proven and accepted examples of history, ecclesiastical design offers perhaps the greatest outlet for expression. Here more than elsewhere may they genuinely enjoy their revels in traditionalism. Here and here alone may they hope to be motivated by a supernatural inspiration which, much akin to the emotional transportations of St. Thomas, allows them to transcend as it were, beyond physical limitations.

The group of buildings of Bushnell Congregation of which the church unit herein shown is the first portion to be constructed, is located on Southfield road immediately south of the intersection of Grand River Avenue. The ensemble ultimately contemplates a complete institution which when erected, will house the entire activities that modern Congregationalism proposes to encompass.

A genuine effort has been made to produce a simple and true traditional feeling of a typically Georgian-American church building. The exterior walls are built of slightly smaller than standard size face brick laid up in the Flemish bond and resting upon a stone base. The columns, cornices, sills and other items of architectural treatment are chiefly of Vermont Marble, which has been carefully selected for whiteness. The roof is of Virginia slate, the belfry of wood, the spire of lead-coated copper secured to a structural steel frame.

In its plan this church follows the well founded and usual scheme. An entrance portico leads to a central door which in turn brings us into the narthex, off from which there is a stairway to the gallery. Three doors conduct us from this narthex to the central aisle and the two side aisles of the church. The narthex floor is a split face textured in its full range of natural colours. The walls are panelled in wood and painted a flat white, the ceiling being plastered. The stairway from the narthex to the gallery has white marble treads and risers, an iron balustrade with a natural finish walnut rail. The chief note of decoration in the narthex is the strong simple architecture contrasted by the polished brass hardware and lighting fixtures all of which have been selected and designed in keeping with the simplicity of the whole.

On entering the church we feel at once that we have by some stroke of legerdemain, as it were, been placed back in the stirring and resolute days of the late eighteenth century. About us everywhere in its white and chaste simplicity is a wealth of clear Georgian-American detail, which finds its inspiration in the original examples in and about Philadelphia, Boston and perhaps New York. The floors are surfaced with maple cemented with a mastic binder to the structural reinforced slab. The pews are secured to these floors and the aisles and the chancel are covered with a powder-blue carpet. Wood paneled wainscot work lines the walls from the floors to the window stools and the pilasters and columns carry up to the architrave line. The remaining interior exposed surfaces are plastered, all ceilings being given an acoustical surface. Here again the decorative note lies in flat white painted surfaces, the blue carpet, the natural walnut top rail of the pews, the traditional goblet type pulpit and the simple polished brass hardware and lighting fixtures.

Several offices, a choir room, toilet facilities, all in simple character complete the extent to which the present portion of this project has been constructed.

Heating the church has been accomplished by the indirect method. A powerful fan circulates filtered air, thru the church. This air is first heated by passing thru a battery of fin-type radiation. The heating medium being steam and the source of heat, oil.

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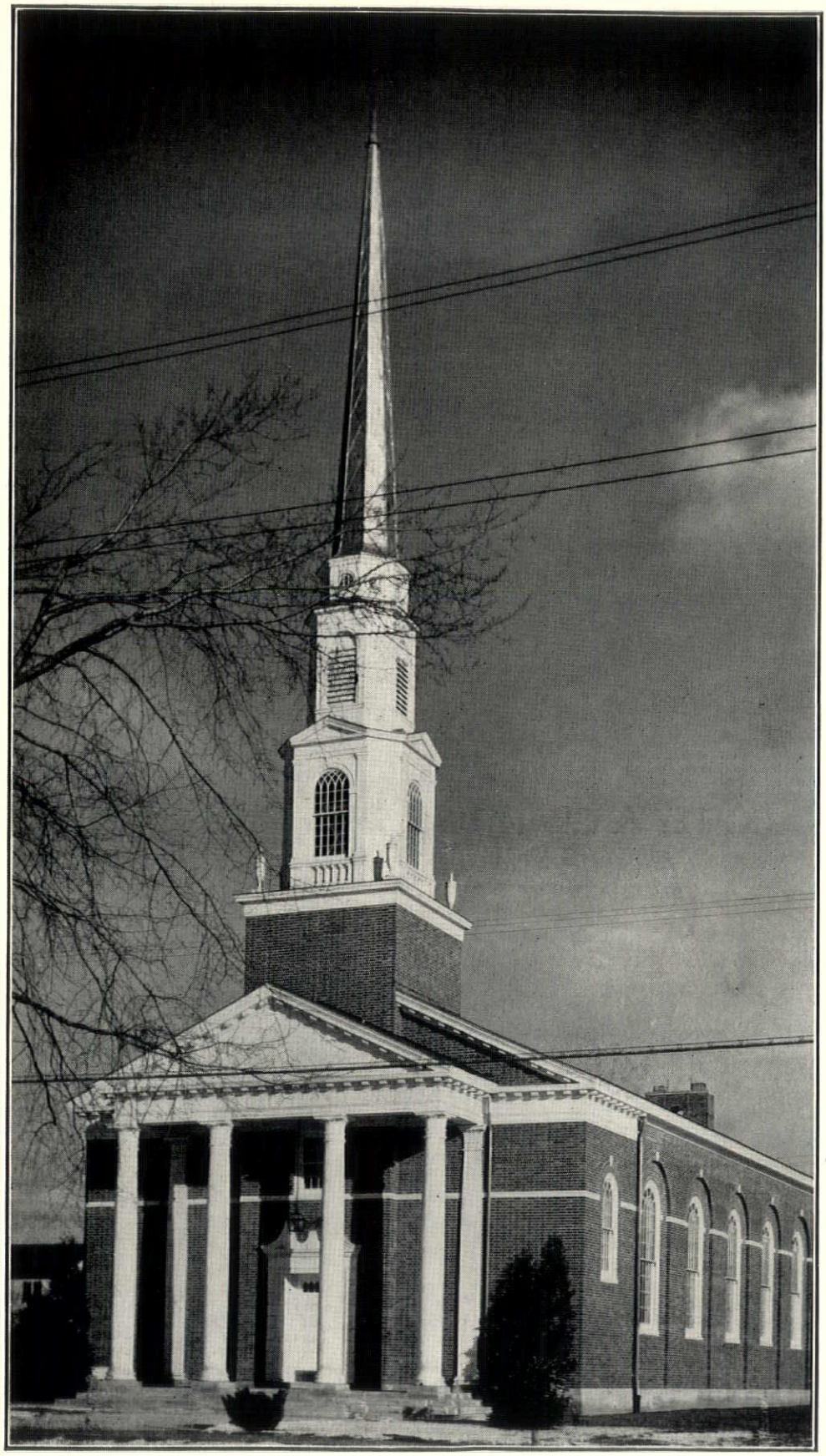

Howard Thos. Simons
Aloys Frank Herman
Architects

BUSHNELL CONGREGATIONAL CHURCH

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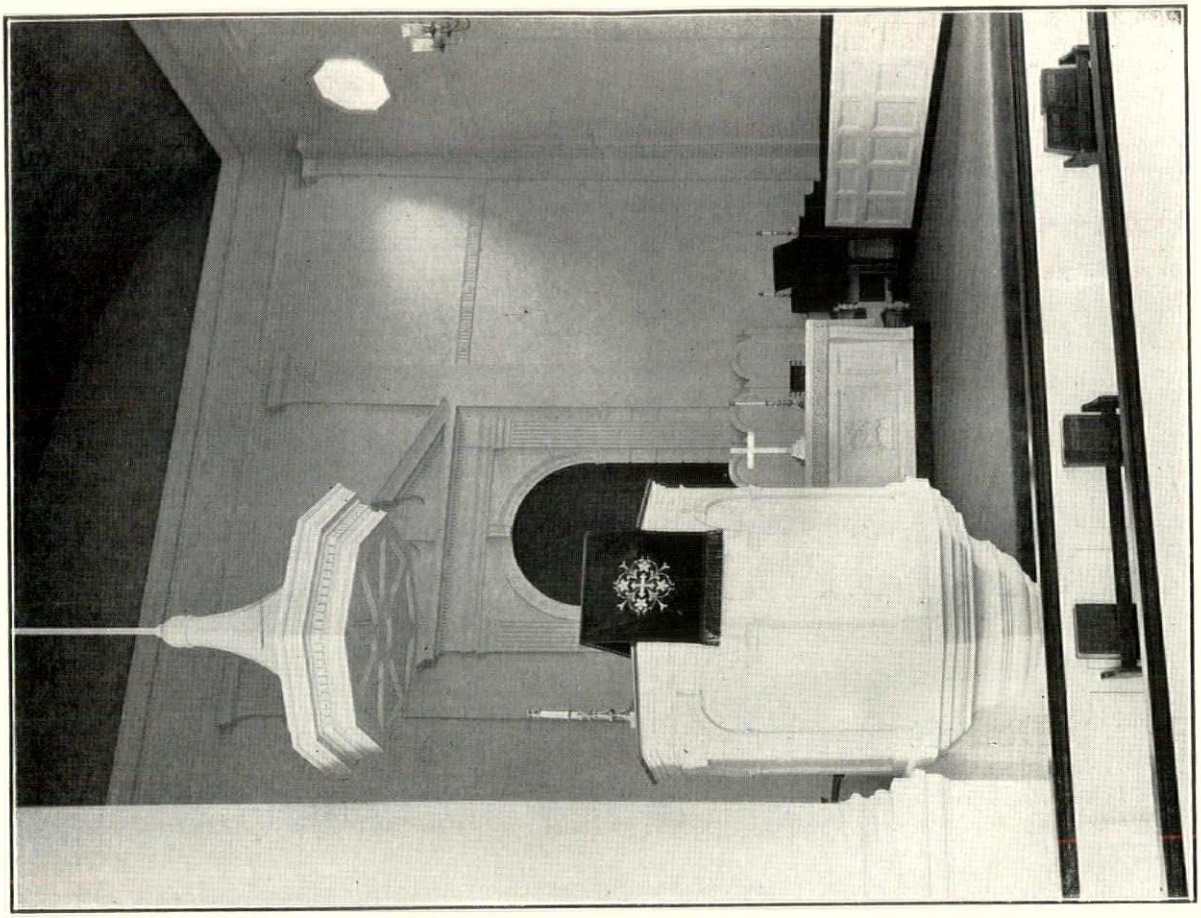
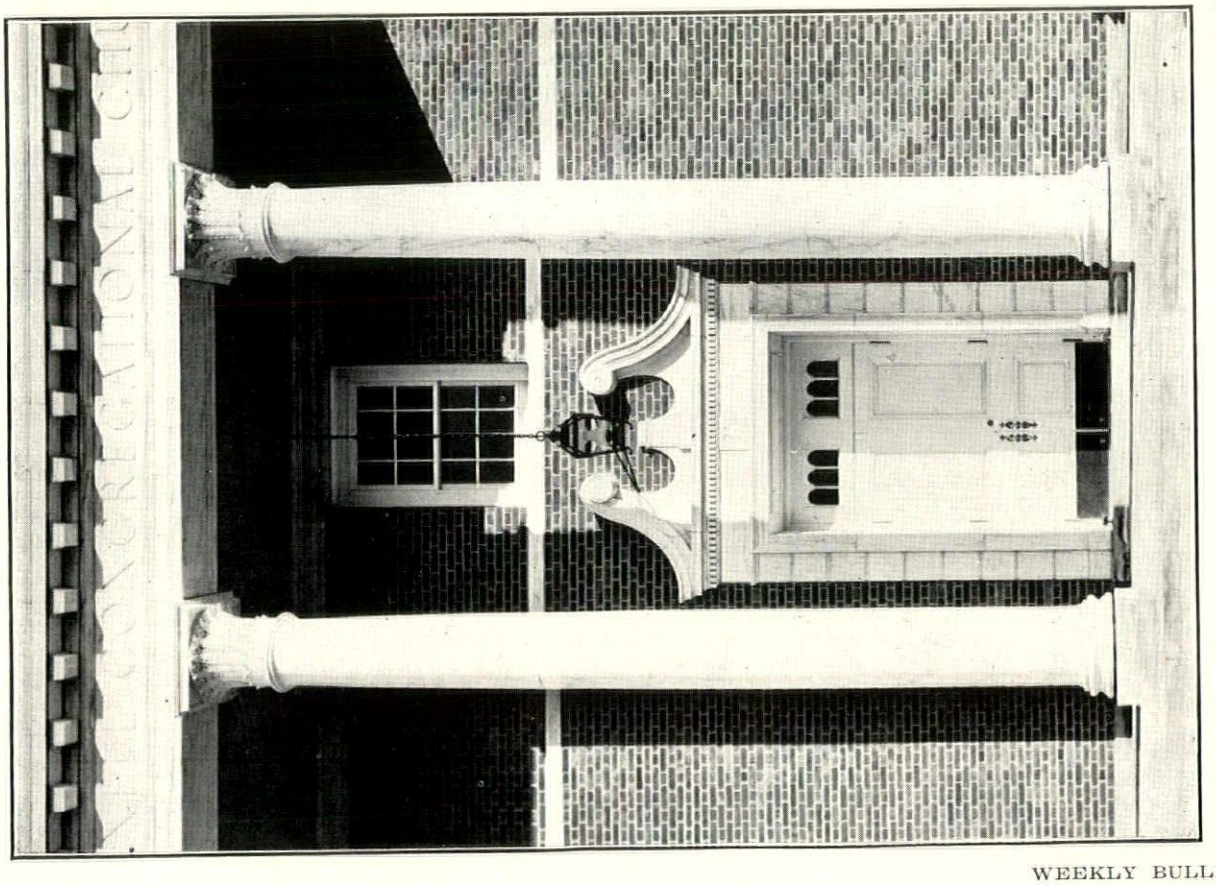


View of Pulpit and Chancel

BUSHNELL CONGREGATIONAL CHURCH

Aloys Frank Herman, Howard Thos. Simons, Architects—Darin & Armstrong, Inc., General Contractors—Ashford Photo



Detail of Entrance

Howard Thos. Simons
Aloys Frank Herman
Architects

INTERIOR
BUSHNELL CONGREGATIONAL CHURCH

Darin & Armstrong, Inc.,
General Contractors
Astleford Photo

KENTUCKY ARCHITECTURE AROSE WHILE INDIAN FIGHTING RAGED

Kentucky architecture arose in the midst of sanguinary conflicts with the Indians during the Revolutionary War period, and progressed with a speed unparalleled in architectural history, according to a research narrative by Stratton O. Hammon of the Kentucky Chapter of the American Institute of Architects.

"Never in the world's history," Mr. Hammon declared, "has a wilderness been explored, conquered, settled and a beautiful culture, with its handmaiden, architecture, been installed in such a short period. Most of it was done in a span of just twenty-five years, from 1775 to 1800.

"From an architectural standpoint it is amazing to see the splendid buildings erected during this time of desperate fighting. Even though some of the old residences show the preparation made to repel Indian attacks and though guards had to be posted to protect the workmen, the buildings did not suffer.

"Beautifully carved doorways, circular stairs that are the despair of modern craftsmen, and delicate cornices were incorporated nevertheless. Militia detachments were necessary even to the construction of some of the early buildings at Frankfort, the Capitol city."

Kentucky's architectural lineage is conglomerate, Mr. Hammon points out. "The early settlers were mostly from Maryland, Pennsylvania, Virginia, and North Carolina and naturally the early architecture reflected that of each of these states," he continues. Some buildings are rather pure and their motives can be traced directly. Others, especially later ones, are a mixture of the practice and customs then in use in the mother states.

"Almost all of the early commerce, before the advent of the railroad, was carried on by boat with New Orleans. At first the boats were floated downstream and then sold for lumber after the cargo was disposed of. The crews walked back with little luggage but many ideas and some of these too were incorporated into the architecture.

"The invention of the steamboat hurried the process, and materials, especially iron work, began to arrive from New Orleans. The effect of this infusion can best be seen in the homes along the rivers — those highways of the sternwheelers.

"Kentucky architecture, such as Liberty Hall in Frankfort, is ascribed to Thomas Jefferson. Gideon Shryock did the old State Capitol, the Jefferson County court house at Louisville, and the beautiful old Bank of Louisville.

"Lafayette slept in half of the old houses and General John Hunt Morgan, of raider fame, rode a horse through the others. This Commonwealth, desiring to be fair in the biggest of all feuds, the Civil War, supplied a president to both sides. The cabin in which Lincoln was born can be seen at Hodgenville and a few hours drive toward the south is the shaft to Jefferson Davis.

"Louis Philippe, the King of France in later years, wandered in exile through America. He naturally stopped at the cathedral of Bardstown, the center of a diocese for the extensive territory, from the Alleghanies to the Mississippi, and set up as a watchmaker.

"When he was restored to the throne the remembrance of the kind treatment received here caused him to send over a fortune in fine paintings. These are still to be seen at the cathedral, boasting among them, several Van Dycks, a Rubens, Van Eyck, and a Murillo. The cathedral, done in 1816, is in itself a very fine work.

ARCHITECTS' REPORTS

AGREE, CHAS. N., Book Tower, Detroit.
2,500-seat Theatre & Com. Bldg., consisting of 9 stores—7 Mile & Myers, Royal Theatre. Structural steel let to Whitehead & Kales and foundation to Geo. W. Auch Co. Bids for structural wk - May 15.
1,500-seat Theatre, Dearborn, Mich., Superstructure, Taking bids.
Prep. plans for Add. Federal Dept. Stores, Mich. Ave., Dearborn, Mich.
Plans for one story store bldg. Houston Ave.
Rest Rms., Peoples' Outfit. Co. Warehse. Con. let

BARNES, C. F. J., 415 Brainard Street, Detroit, Mich.
Taking Bids for Construction—Medical Clinic and Store Bldg., 40x100'. Bids due Mon., April 22.
Two 12-rm. houses, Sherwood Forest, Detroit, Owner taking bids., Chas. Carpenter, 2683 Glendale Ave.
Prep. plans—House & Garage 35x80' at Baltimore, Md.,
Preliminary plans, House in G. P. Pk.—35x100'.

BAUER, LEO. M., 534 Free Press Bldg.
Log Cabin for K. McRae, Sabin Lake, Mich. Bids closed.

BENNETT & STRAIGHT, 13526 Mich. Ave.
Bar & Store Bldg., Dearborn—Contracts let soon.
Plans for Bleacher—Ecorse High School ready about May 1.
Plans for 1000 seat Theatre, 20 B. Alley & Bar—E. Warren & Dickerson ready about May 8.

BRANDT, CHRISTIAN W., 3408 Eaton Tower, Detroit
Alter. 5,000 block Mich. Ave., 72'x200', 2-sty contracts let soon.
Remodeling on Bldg., Adams Ave. Taking fig.
Plans for Store Bldg. 50'x65 Royal Oak, Mich., ready May 1.
Add. to factory bldg., Kelsey Mich., ready May 1.

DeROSIERS, ARTHUR, 1078 Macabees Bldg.
Prep. plans for Add. to School—Our Lady Queen of Heaven—Rayatt & Van Dyke.

GABLER, C. L. T., 616 Murphy Bldg., Detroit, Mich.
Medical clinic, 70x30, Northeast section. Bids due Ap. 22.
Prep. plans, Res., 2-sty. & Bmt., attached garage, 30-70 brick veneer, Birmingham.
Res., 2-sty. & Bmt. attached garage, 30x35 frame. Port Huron. Bids closed.
Prep. plans for Res. 30'x40' Huntington Woods.

GIFFELS & VALLET, Engineers.
Fig. on air conditioning, Kline's Store, closed.
Taking fig. on Charles St. Housing Project.

HABERMAS, CARL, 415 Brainard
Prep. sketches for Community Bldg., 75x150 North Woodward.
Sketches for brick veneer Res. 60x40', G. P. Pk.
Prep. plans for Res. 45x30, G. P. Pk.; also Res. 50x40', Huntington Woods; Res. 60x30' Lochmoor Blvd.

HYDE & WILLIAMS, 3105 E. Gd. Blvd.
2-sty., fireproof store bldg., 80x165', S. W. cor. Woodward & Gd. Blvd., Bids closed.

O'DELL, H. AUGUSTUS, 904 Marquette Bldg., Detroit.
Bids for swim pool, Salvation Army, Lakeville, Mich. Closed.

JAMESON, LAWRENCE B., 8580 Jos. Campau
Plans for Garage, 100' x 175' one story. Offices in front.
Prep. drgs. for Home for Dodge Local No. 73-UAW-CIO., Jos. Campau, Benson & Ellis. 2-story & basement brick & stone trim.

KEYES, HUGH T., 748 Free Press Bldg.
Alt. to Res. for Emory L. Ford. Taking figures.
Alt. to L. P. Sappington Res., Romeo. Refiguring.

LYNDON & SMITH, 500 Murphy Bldg.
Prep. drgs. for Auburn Heights School, Pontiac, Mich.

MALCOLMSON, CALDER & HAMMOND, etc.
Prep. sketches for add. to Dexter Baptist Church.
Sealed proposals for kitchen equipment, refrigerators, refrigeration. Western State Teachers College, Kalamazoo, Mich., Bids closed.

STAHL, JNO, 820 Francis Palms Bldg.
Fig. on Sales Rm., 80x55.—Closed.
Frame Tabernacle, Marquette, Mich., taking fig. in Marquette.
Add. to Baptist Church—Hastings St.—ready about May 1.

SORENSEN, N. CHESTER, 2201 Industrial Bank Bldg.
Prep. plans for Peace Lutheran Church, Balfour & Warren Aves.

TILDS, PAUL, 2539 Woodward Avenue.
Plans for store 40x65' owner witheld.
Taking fig. by invitation, store 40 x 100' McNichols Rd. Also fig. on Res. Brighton Township.

WEST, ROBERT J., 512 United Artists Bldg., Detroit.
Prep. plans Holy Cross Church, ready April 20.
Tak. figs. 48 apt. bldg. Merrill Palmer Sub.
Tak. fig. warehouse, Schaefer Rd., Dearborn.
Prep. plans for 40 apt. bldg., Jefferson & Harding Aves., ready about May 1.

WRIGHT & ROGVOY, 929 Fox Bldg.
Plans for Melvindale Theatre & Stores ready for fig. about June 1.
Res. for Mr. & Mrs. Levy, Dundee Ave.
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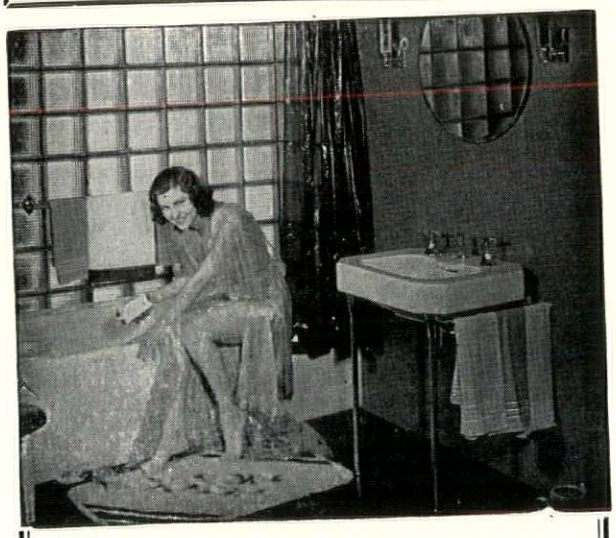

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